A5185-1

HEARING INDUSTRIES ASSOCIATION

THIRD QUARTER 1989

CONSOLIDATED

STATISTICS REPORT

HEARING INDUSTRIES ASSOCIATION HIA

HIA STATISTICAL REPORTING PROGRAM
CURRENT PARTICIPANTS
THIRD QUARTER 1989

Firm Name	Date Report Received in Hauck & Associates Offices
GN Danavox	10/3/89
Hearing Technology	10/9/89
Unitron Industries	10/11/89
Magnatone Q.H.I.	10/13/89
Marcon	10/16/89
Olympia	10/16/89
Widex H.A.C. Inc.	10/16/89
Oticon, Inc.	10/17/89
Dahlberg, Inc.	10/18/89
Vanco	10/18/89
Qualitone	10/19/89
Rexton	10/19/89
Telex	10/19/89
Argosy Electronics	10/20/89
Beltone Electronics	10/20/89
Carey Labs	10/20/89
Fidelity/Bosch	10/20/89
Finetone Hearing Instruments	10/20/89
Nu-Ear	10/20/89
Omni	10/20/89
Oto-Sonic, Inc.	10/20/89
Siemens	10/20/89
Audibel Wholesale	10/23/89
Audio-Technica U.S. Inc.	10/23/89
Maico Hearing Instruments	10/23/89
Nat'l Hearing Aid Repair Lab	10/23/89
Starkey Labs	10/23/89
Bernafon, Inc.	10/24/89
3M/Hearing Health	10/24/89
Electone	10/25/89
Ensoniq Corp.	10/25/89
Voroba Hearing Technologies	10/26/89
Micro-Tech	10/31/89
Phonic Ear	10/31/89
Telstar	10/31/89
Lori Medical Labs, Inc.	11/1/89
Unimax Hearing Instruments	11/1/89
Authorized Hearing Systems	11/2/89
Best Labs	11/6/89
Philips	11/6/89

HIAREPTCON
11/9/89

PARTICIPATING COMPANIES
THIRD QUARTER 1989

- YEAR -	- 1986 -				- 1987 -				- 1988 -				- 1989 -			
QUARTER	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th
ARGOSY ELECTRONICS	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
AUDIO-TECHNICA U.S. INC.													X	X	X	
AUDIOTONE	X	X	X	X	X	X	X	X	X	X	X	X	^	^	^	
AUDIBEL WHOLESALE															1	
AUTHORIZED HEARING SYSTEMS															1	
BELTONE ELECTRONICS	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
BERNAFON, INC.	1	1	1	1	X	X	X	X	X	X	X	X	X	X	X	
BEST LABS/FIDELITY													1	1	1	
ROBERT BOSCH CORPORATION	X	X	X	X	*	*	*	*	*	*	*	*	*	*	*	
CAREY LABS															1	
CLEAR CORPORATION													1			
DAHLBERG ELECTRONICS	X	X	X	X	X	X	X	X	X	X	X	X	1	1	1	
ELECTONE, INC.	1	1	1	1	1	1							1	1	1	
ENSONIQ												X			X	
FIDELITY HEARING INSTRUMENTS	1	1	1	1		1	1	1	X	*	*	*	*	*	*	
FINETONE HEARING	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
GN DANAVOX, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
HEARING SERVICES INC.	X	X	X	X	X	X	X	X	X	X	X	O	O	O	O	
HEARING TECHNOLOGY, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
LANG HEARING					X	X	X	X	X	X	X	X	X	X	O	
LORI LABS															1	
MAGNATONE	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
MAICO HEARING INSTRUMENTS	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
MARCON HEARING INSTRUMENTS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
MICRO-TECH HEARING INSTRUMENTS													1	1	1	
NATIONAL HEARING AID LABS													1	1	1	
NU-EAR ELECTRONICS	1	1			1							1	1	1	1	
OLYMPIA INSTRUMENTS, INC.													1	1	1	
OMNI HEARING SYSTEMS	X	X	X	X	X	X	X	X	X	1	*	*	*	*	*	
OTICON CORPORATION	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
OTO-SONIC INC.													1	1	1	
PHILIPS/AUDIONICS CORPORATION	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
PHONIC EAR INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
QUALITONE, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
RCI, INC.	1	1	1	1												
REXTON INTERNATIONAL	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
RION ACOUSTIC INSTRUMENTS	1	1	1	1	1	1	1	1	1							
SIEMENS HEARING INSTRUMENTS	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
STARKEY LABORATORIES	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
TELEX COMMUNICATIONS	1	1	1	1	1	1	1	1	X	X	X	X	X	X	X	
TELSTAR ELECTRONICS													1	1	1	
3M HEARING HEALTH CARE													X	X	X	
UNITRON INDUSTRIES	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
UNIMAX HEARING INSTRUMENTS													1	1	1	
VANCO INDUSTRIES	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
VOROBA TECHNOLOGIES						X	X	X	X	X		X	X	X	X	
WIDEX--HAL HEN COMPANY	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

CODES: X = MEMBER 1 = REPORTING NONMEMBER BLANK = NO INPUT

* - acquired by Starkey Laboratories 0 - acquired by Argosy Electronics ^ - acquired by Dahlberg Electronics

HIAPARTCON

CUMULATIVE YEAR-TO-DATE
UNIT SALES - BY STATE AND COUNTRY

STATE	1986		1987		1988		1989 JAN. SEPT.	
	#	%	#	%	#	%	#	%
ALABAMA	12,709	1.07	14,632	1.11	12,441	0.95	11,394	1.03
ALASKA	1,174	0.10	1,170	0.09	1,710	0.13	1,249	0.11
ARIZONA	19,584	1.64	22,207	1.69	24,110	1.84	19,154	1.74
ARKANSAS	9,897	0.83	9,853	0.75	9,386	0.72	10,193	0.93
CALIFORNIA	138,591	11.64	150,773	11.45	142,554	10.91	113,424	10.30
COLORADO	16,992	1.43	26,331	2.00	25,105	1.92	17,232	1.56
CONNECTICUT	13,467	1.13	13,913	1.06	14,458	1.11	12,209	1.11
DELAWARE	2,637	0.22	2,806	0.21	3,362	0.26	2,448	0.22
WASHINGTON, D.C.	1,723	0.14	1,562	0.12	2,134	0.16	1,706	0.15
FLORIDA	89,434	7.51	94,891	7.21	77,192	5.91	75,467	6.85
GEORGIA	16,950	1.42	20,576	1.56	22,226	1.70	18,099	1.64
HAWAII	3,629	0.30	4,105	0.31	3,524	0.27	3,337	0.30
IDAHO	7,413	0.62	8,020	0.61	7,792	0.60	6,834	0.62
ILLINOIS	49,043	4.12	50,437	3.83	51,991	3.98	45,722	4.15
INDIANA	26,087	2.19	29,410	2.23	32,069	2.45	27,027	2.45
IOWA	17,633	1.48	19,467	1.48	21,359	1.63	17,717	1.61
KANSAS	13,650	1.15	13,632	1.04	14,534	1.11	10,945	0.99
KENTUCKY	13,736	1.15	13,518	1.03	14,421	1.10	13,435	1.22
LOUISIANA	12,391	1.04	13,193	1.00	11,998	0.92	10,789	0.98
MAINE	6,251	0.53	6,540	0.50	6,398	0.49	5,804	0.53
MARYLAND	20,350	1.71	25,376	1.93	24,008	1.84	17,898	1.62
MASSACHUSETTS	37,824	3.18	39,467	3.00	37,462	2.87	30,758	2.79
MICHIGAN	48,100	4.04	58,446	4.44	63,503	4.86	48,276	4.38
MINNESOTA	34,344	2.88	35,540	2.70	34,077	2.61	28,059	2.55
MISSISSIPPI	6,634	0.56	8,299	0.63	7,710	0.59	6,579	0.60
MISSOURRI	29,339	2.46	28,715	2.18	30,077	2.30	29,942	2.72
MONTANA	5,792	0.49	5,741	0.44	5,037	0.39	6,287	0.57
NEBRASKA	11,241	0.94	10,596	0.80	11,430	0.87	10,080	0.92
NEVADA	4,792	0.40	5,793	0.44	5,698	0.44	4,656	0.42

CUMULATIVE YEAR-TO-DATE
UNIT SALES - BY STATE AND COUNTRY

STATE	1986 #	1986 %	1987 #	1987 %	1988 #	1988 %	1989 JAN. SEPT. #	1989 JAN. SEPT. %
NEW HAMPSHIRE	2,752	0.23	3,747	0.28	4,219	0.32	3,876	0.35
NEW JERSEY	29,089	2.44	34,309	2.61	36,788	2.82	27,120	2.46
NEW MEXICO	6,186	0.52	7,857	0.60	8,079	0.62	5,958	0.54
NEW YORK	60,353	5.07	68,028	5.17	72,581	5.55	61,696	5.60
NORTH CAROLINA	19,771	1.66	21,996	1.67	24,948	1.91	20,258	1.84
NORTH DAKOTA	5,118	0.43	5,382	0.41	5,878	0.45	4,387	0.40
OHIO	51,274	4.31	57,444	4.36	56,851	4.35	52,741	4.79
OKLAHOMA	16,274	1.37	17,758	1.35	17,241	1.32	13,640	1.24
OREGON	24,886	2.09	27,938	2.12	26,483	2.03	17,496	1.59
PENNSYLVANIA	58,646	4.93	61,306	4.66	57,735	4.42	51,368	4.66
RHODE ISLAND	4,828	0.41	5,108	0.39	5,438	0.42	4,533	0.41
SOUTH CAROLINA	7,855	0.66	9,841	0.75	10,402	0.80	8,750	0.79
SOUTH DAKOTA	4,316	0.36	4,930	0.37	5,181	0.40	4,192	0.38
TENNESSEE	16,416	1.38	17,707	1.35	18,168	1.39	17,300	1.57
TEXAS	59,777	5.02	67,487	5.13	65,164	4.99	55,348	5.02
UTAH	6,774	0.57	8,299	0.63	7,741	0.59	7,773	0.71
VERMONT	7,040	0.59	7,471	0.57	7,017	0.54	5,028	0.46
VIRGINIA	17,836	1.50	21,472	1.63	20,980	1.61	17,429	1.58
WASHINGTON	26,000	2.18	28,030	2.13	28,905	2.21	23,944	2.17
WEST VIRGINIA	11,225	0.94	12,286	0.93	13,824	1.06	10,367	0.94
WISCONSIN	25,344	2.13	28,039	2.13	28,427	2.18	23,667	2.15
WYOMING	1,513	0.13	1,898	0.14	2,148	0.16	1,494	0.14
GOVERNMENT (US,VA,ST)	55,968	4.70	62,975	4.78	64,828	4.96	56,521	5.13
DOMESTIC SUBTOTAL	1,190,648	100%	1,316,317	100%	1,306,792	100%	1,101,606	100%
CANADA (see pg. 7, F)	46,998		51,449		49,283		34,740	
OTHER EXP. (pg. 6, E)	29,204		33,488		37,844		29,702	
MISCELLANEOUS	1,292		2,235		1,527		24,068	
GRAND TOTAL	**1,268,142**		**1,403,489**		**1,395,446**		**1,190,116**	
% OVER PRIOR YEAR	**11.55%**	**+**	**10.67%**	**-**	**0.57%**			

HIASTATECON

11/20/89

MISCELLANEOUS DATA

A. Import Statistics (U.S. Department of Commerce)

1. Hearing Aid Instruments with Dollar Value ($)

1978	239,221 units	$ 15,140,889
1979	240,374 units	$ 16,803,453
1980	247,756 units	$ 17,578,480
1981	253,091 units	$ 17,373,896
1982	234,979 units	$ 16,728,254
1983	218,819 units	$ 16,289,758
1984	321,286 units	$ 23,065,985
1985	297,367 units	$ 21,578,212
1986	278,645 units	$ 19,681,540
1987	232,411 units	$ 22,106,261
1988	215,630 units	$ 21,914,000

2. Hearing Aid Parts (dollar value only) ($)

1978	$ 1,651,106
1979	$ 1,725,803
1980	$ 2,495,311
1981	$ 3,029,171
1982	$ 4,190,383
1983	$ 4,148,607
1984	$ 8,158,145
1985	$ 10,984,151
1986	$ 16,917,196
1987	$ 18,582,533
1988	$ 17,866,000

B. Veterans Administration

Hearing Aid instruments issued to clinics of the VA by the Federal Prosthetics Distribution Center

1978	17,823 units
1979	19,638 units
1980	24,142 units
1981	29,417 units
1982	32,191 units
1983	31,526 units
1984	36,325 units
1985	43,235 units
1986	46,481 units
1987	56,053 units
1988	61,534 units

MISCELLANEOUS DATA (continued)

C. CROS-BICROS By Type (Participants)

	TYPE	DOMESTIC MFG. CROS	DOMESTIC MFG. BICROS	FOREIGN MFG. CROS	FOREIGN MFG. BICROS	TOTALS CROS	TOTALS BICROS
1984	Eyeglass	1,140	1,216	145	165	1,285	1,381
	Behind Ear	3,397	4,376	441	417	3,838	4,793
	In Ear	0	0	0	0	0	0
	Totals	**4,537**	**5,592**	**586**	**582**	**5,123**	**6,174**
1985	Eyeglass	927	962	181	184	1,108	1,146
	Behind Ear	3,491	4,220	280	353	3,771	4,573
	In Ear	0	0	0	0	0	0
	Totals	**4,418**	**5,182**	**461**	**537**	**4,879**	**5,719**
1986	Eyeglass	681	829	104	124	785	953
	Behind Ear	3,394	3,752	125	441	3,519	4,193
	In Ear	0	0	0	0	0	0
	Totals	**4,075**	**4,581**	**229**	**565**	**4,304**	**5,146**
1987	Eyeglass	622	880	0	1	622	881
	Behind Ear	3,860	3,975	488	361	4,348	4,336
	In Ear	0	0	0	0	0	0
	Totals	**4,482**	**4,855**	**488**	**362**	**4,970**	**5,217**
1988	Eyeglass	261	573	0	0	261	573
	Behind Ear	3,245	2,680	57	219	3,302	2,899
	In Ear	0	0	0	0	0	0
	Totals	**3,506**	**3,253**	**57**	**219**	**3,563**	**3,472**

	1986	% (+/-)	1987	% (+/-)	1988	% (+/-)	1989 Jan-Sept
D. TINNITUS MASKERS (net shipments of number of units)							
a. Maskers	279	-7.00%	309	10.75%	426	37.86%	131
b. Masker Aids	239	-5.91%	327	36.82%	234	-28.44%	146
E. GROSS EXPORTS OF COMPLETED HEARING AID UNITS BY DESTINATION							
EUROPE	11,363	42.09%	13,804	21.48%	15,617	13.13%	10,051
MIDDLE EAST	263	86.52%	363	38.02%	424	16.80%	175
AFRICA	251	-19.81%	1,251	398.41%	1,359	8.63%	414
CENTRAL AND SOUTH AMERICA	4,404	31.86%	4,149	-5.79%	4,452	7.30%	5,194
JAPAN	2,080	164.29%	2,590	24.52%	2,106	-18.69%	1,418
SOUTHEAST ASIA	2,201	6.90%	2,505	13.81%	3,083	23.07%	2,965
UNALLOCATED	8,642	-15.17%	8,826	2.13%	10,803	22.40%	9,485
TOTAL	**29,204**	**17.64%**	**33,488**	**14.67%**	**37,844**	**13.01%**	**29,702**

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MISCELLANEOUS DATA (continued)

F. CANADIAN SALES BY PROVINCE

	1986	% (+/-)	1987	% (+/-)	1988	% (+/-)	1989 Jan. - Sep
Alberta	5,280	+ 2.58%	5,324	+ 0.83%	5,618	+ 5.52%	3,573
British Columbia	4,508	- 28.74%	7,480	+ 65.93%	7,688	+ 2.78%	4,978
Manitoba	1,966	+ 25.70%	1,799	- 8.49%	2,067	+ 14.90%	1,275
New Brunswick	833	- 4.91%	1,024	+ 22.93%	1,347	+ 31.54%	816
Newfoundland	255	+ 78.32%	394	+ 54.51%	320	- 18.78%	475
Nova Scotia	1,182	+ 38.08%	1,556	+ 31.64%	1,963	+ 26.16%	2,893
Ontario	17,527	- 4.29%	21,046	+ 20.08%	18,506	- 12.07%	13,927
Prince Edward Island	167	+ 38.02%	113	- 32.34%	91	- 19.47%	62
Quebec	6,218	+ 141.57%	4,345	- 30.12%	4,555	+ 4.83%	3,606
Saskatchewan	2,392	- 15.89%	2,365	- 1.13%	4,162	+ 75.98%	2,142
Northwest Territories	-2	+ 98.43%	1	- 150.00%	44	+ 4300.00%	26
Yukon Territories	0	0.00%	5	- 500.00%	10	+ 100.00%	1
Unallocated by the member companies	6,672	- 9.58%	5,997	- 10.12%	2,912	- 51.44%	966
TOTAL	**46,998**	**+ 1.51%**	**51,449**	**+ 9.47%**	**49,283**	**- 4.21%**	**34,740**

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MISCELLANEOUS DATA (continued)

G. NET UNITS SOLD BY TYPE & ORIGIN
Modular ITEs (MOD), Hearing Aid Assembly (HAA), Body Aids (BODY) and Eyeglass Aids (EYE)

	DOMESTIC MANUFACTURED					FOREIGN MANUFACTURED					GRAND TOTAL
	MOD	HAA	BODY	EYE	TOTAL	MOD	HAA	BODY	EYE	TOTAL	
1987											
January - March	1,441	17,524	517	1,493	20,975	409	0	1,243	564	2,216	23,191
April - June	2,262	13,078	684	1,402	17,426	282	0	1,503	709	2,494	19,920
July - September	1,934	4,557	638	1,218	8,347	90	0	1,578	1,009	2,677	11,024
October - December	2,348	5,066	540	1,162	9,116	95	0	1,472	1,003	2,570	11,686
1988											
January - March	2,057	4,487	431	981	7,956	669	0	863	910	2,442	10,398
April - June	2,754	3,718	540	950	7,962	665	0	489	1,336	2,490	10,452
July - September	522	2,166	412	805	3,905	62	0	773	309	1,144	5,049
October - December	1,295	3,205	472	998	5,970	45	0	828	331	1,204	7,174
1989											
January - March	1,014	4,368	396	902	6,680	46	0	955	221	1,222	7,902
April - June	1,460	2,364	467	748	5,039	70	0	1,297	543	1,910	6,949
July - September	2,197	1,466	929	674	5,266	62	0	1,158	833	2,053	7,319
October - December	0	0	0	0	0	0	0	0	0	0	0

MISCELLANEOUS DATA (continued)

H. RETURNS FOR CREDIT SURVEY

	GROSS UNIT SALES	TOTAL UNIT RETURNS	{1} AVERAGE RETURN RATE	{2} WEIGHTED AVERAGE RETURN RATE	{3} MEDIAN RETURN RATE	{4} STANDARD DEVIATION
1985						
Custom In-The-Ear (21 cos.)	579,335	83,578	14.43%	N/A	15.00%	3.5
Canal In-The-Ear (20 cos.)	149,229	31,892	21.37%	N/A	22.70%	1.7
Behind-The-Ear (17 cos)	350,339	43,404	12.39%	N/A	13.80%	1.3
1986						
Custom In-The-Ear (23 cos.)	700,840	104,938	14.97%	N/A	14.82%	5.5
Canal In-The-Ear (23 cos.)	184,329	37,428	20.30%	N/A	19.77%	7.2
Behind-The-Ear (19 cos.)	350,851	49,277	14.04%	N/A	14.21%	5.8
1987						
Custom In-The-Ear (23 cos.)	769,363	118,939	15.46%	17.44%	14.71%	9.1
Canal In-The-Ear (25 cos.)	292,416	62,204	21.27%	20.66%	17.44%	7.8
Behind-The-Ear (19 cos.)	327,654	46,492	14.19%	13.59%	11.93%	6.5
1988						
Custom In-The-Ear (19 cos.)	804,694	116,273	14.45%	15.30%	14.86%	3.9
Canal In-The-Ear (19 cos.)	312,205	59,274	18.99%	19.98%	20.38%	5.7
Behind-The-Ear (14 cos.)	328,860	48,892	14.87%	13.31%	12.28%	4.9

{1} = Total Unit Returns/Gross Unit Sales
{2} = Sum of Average Return Rates/Number of Companies
{3} = Average Return Rate {1} at Median Point
{4} = Standard Deviation Range +/- of Average Return Rate {1}

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NET UNITS SOLD BY TYPE AND ORIGIN

	BEHIND-THE-EAR		IN-THE-EAR					MISCELLANEOUS*		TOTALS			
	Domestic Mfg.	Foreign Mfg.	Stock Canal	Custom	Low Profile	Half-Concha	Canal	Domestic Mfg.	Foreign Mfg.	Domestic Mfg.	Foreign Mfg.	All Sales	% (#)**
1987													
1st Quarter	32,912	39,015	1,460	177,215	19,339	8,757	42,437	20,975	2,216	300,733	43,593	344,326	15.73%
T&O %	9.56%	11.33%	0.42%	51.47%	5.62%	2.54%	12.32%	6.09%	0.64%	87.34%	12.66%	100.00%	
2nd Quarter	35,221	43,299	2,088	181,101	22,060	12,601	48,966	17,426	2,494	315,407	49,849	365,256	10.56%
T&O %	9.64%	11.85%	0.57%	49.58%	6.04%	3.45%	13.41%	4.77%	0.68%	86.35%	13.65%	100.00%	
3rd Quarter	34,558	39,934	1,154	172,943	23,947	20,502	41,005	8,347	2,677	299,167	45,900	345,067	6.90%
T&O %	10.01%	11.57%	0.33%	50.12%	6.94%	5.94%	11.88%	2.42%	0.78%	86.70%	13.30%	100.00%	
4th Quarter	31,431	39,435	1,206	160,053	30,734	4,879	69,416	9,116	2,570	304,464	44,376	348,840	9.89%
T&O %	9.01%	11.30%	0.35%	45.88%	8.81%	1.40%	19.90%	2.61%	0.74%	87.28%	12.72%	100.00%	
Total 1987	**134,122**	**161,683**	**5,908**	**691,312**	**96,080**	**46,739**	**201,824**	**55,864**	**9,957**	**1,219,771**	**183,718**	**1,403,489**	**10.67%**
T&O %	**9.56%**	**11.52%**	**0.42%**	**49.26%**	**6.85%**	**3.33%**	**14.38%**	**3.98%**	**0.71%**	**86.91%**	**13.09%**	**100.00%**	
Type %	**21.08%**				**74.23%**			**4.69%**				**100.00%**	
1988													
1st Quarter	30,178	38,828	812	166,845	21,095	10,961	60,971	7,956	2,442	296,765	43,323	340,088	-1.23%
T&O %	8.87%	11.42%	0.24%	49.06%	6.20%	3.22%	17.93%	2.34%	0.72%	87.26%	12.74%	100.00%	
2nd Quarter	34,769	37,253	570	175,626	23,867	12,777	63,342	7,962	2,490	316,987	41,669	358,656	-1.81%
T&O %	9.69%	10.39%	0.16%	48.97%	6.65%	3.56%	17.66%	2.22%	0.69%	88.38%	11.62%	100.00%	
3rd Quarter	34,268	37,075	782	179,517	24,640	11,983	63,050	3,905	1,144	315,712	40,652	356,364	3.27%
T&O %	9.62%	10.40%	0.22%	50.37%	6.91%	3.36%	17.69%	1.10%	0.32%	88.59%	11.41%	100.00%	
4th Quarter	27,399	32,157	456	180,623	25,183	12,287	55,059	5,970	1,204	304,332	36,006	340,338	-2.44%
T&O %	8.05%	9.45%	0.13%	53.07%	7.40%	3.61%	16.18%	1.75%	0.35%	89.42%	10.58%	100.00%	
Total 1988	**126,614**	**145,313**	**2,620**	**702,611**	**94,785**	**48,008**	**242,422**	**25,793**	**7,280**	**1,233,796**	**161,650**	**1,395,446**	**-0.57%**
T&O %	**9.07%**	**10.41%**	**0.19%**	**50.35%**	**6.79%**	**3.44%**	**17.37%**	**1.85%**	**0.52%**	**88.42%**	**11.58%**	**100.00%**	
Type %	**19.49%**				**78.14%**			**2.37%**				**100.00%**	
1989													
1st Quarter	37,053	36,324	327	189,496	24,203	12,925	61,554	6,680	1,222	332,238	37,546	369,784	8.73%
T&O %	10.02%	9.82%	0.09%	51.25%	6.55%	3.50%	16.65%	1.81%	0.33%	89.85%	10.15%	100.00%	
2nd Quarter	34,853	44,845	541	208,355	25,487	15,163	72,611	5,039	1,910	362,049	46,755	408,804	13.98%
T&O %	8.53%	10.97%	0.13%	50.97%	6.23%	3.71%	17.76%	1.23%	0.47%	88.56%	11.44%	100.00%	
3rd Quarter	45,228	34,273	581	208,761	22,850	15,859	76,657	5,266	2,053	375,202	36,326	411,528	15.48%
T&O %	10.99%	8.33%	0.14%	50.73%	5.55%	3.85%	18.63%	1.28%	0.50%	91.17%	8.83%	100.00%	
Total 1989	**117,134**	**115,442**	**1,449**	**606,612**	**72,540**	**43,947**	**210,822**	**16,985**	**5,185**	**1,069,489**	**120,627**	**1,190,116**	
T&O %	**9.84%**	**9.70%**	**0.12%**	**50.97%**	**6.10%**	**3.69%**	**17.71%**	**1.43%**	**0.44%**	**89.86%**	**10.14%**	**100.00%**	
Type %	**19.54%**				**78.59%**			**1.87%**				**100.00%**	

* Includes modular ITEs, hearing aid assemblies, eyeglass and body aids, detailed on page 8.

** % (#) shown is current period vs. same period last year

HIACROSS1CON
11/20/89

HIA STATISTICAL REPORTING PROGRAM
CURRENT PARTICIPANTS
FOURTH QUARTER 1989

Firm Name	Date Report Received in Hauck & Associates Offices
Lori Medical Labs	1/2/90
GN Danavox	1/4/90
Hearing Technology	1/4/90
Marcon	1/8/90
Qualitone	1/8/90
Unitron Industries	1/8/90
Widex	1/11/90
3/M Hearing Health	1/15/90
Magnatone	1/15/90
Oticon, Inc.	1/15/90
Phonak	1/15/90
Audibel	1/17/90
Bernafon, Inc.	1/17/90
Fidelity/Bosch	1/17/90
Maico Hearing Instruments	1/17/90
Nu Ear	1/17/90
Omni	1/17/90
Siemens Hearing Instruments	1/17/90
Starkey Labs	1/17/90
Telex	1/17/90
Beltone Electronics	1/18/90
Oto-Sonic	1/18/90
Argosy Electronics	1/19/90
Dahlberg, Inc.	1/19/90
Rexton, Inc.	1/19/90
Finetone Hearing	1/22/90
Philips	1/22/90
United Hearing Systems	1/22/90
Voroba Hearing Systems	1/22/90
Vanco	1/24/90
Ensoniq Corp.	1/25/90
Micro-Tech	1/26/90
Electone	1/31/90
Telstar Electronics	2/1/90
Best Labs	2/2/90
Clear Corp.	2/7/90
Authorized Hearing Systems	2/8/90
Unimax	2/8/90

HIAREPTCON
2/8/90

PARTICIPATING COMPANIES
FOURTH QUARTER 1989

- YEAR -	- 1986 -				- 1987 -				- 1988 -				- 1989 -			
QUARTER	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th
ARGOSY ELECTRONICS	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
AUDIO-TECHNICA U.S. INC.													X	X	X	
AUDIOTONE	X	X	X	X	X	X	X	X	X	X	X	X	^	^	^	^
AUDIBEL WHOLESALE															1	1
AUTHORIZED HEARING SYSTEMS															1	1
BELTONE ELECTRONICS	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
BERNAFON, INC.	1	1	1	1	X	X	X	X	X	X	X	X	X	X	X	X
BEST LABS/FIDELITY													1	1	1	1
ROBERT BOSCH CORPORATION	X	X	X	X	*	*	*	*	*	*	*	*	*	*	*	*
CAREY LABS															1	1
CLEAR CORPORATION													1			1
DAHLBERG ELECTRONICS	X	X	X	X	X	X	X	X	X	X	X	X	1	1	1	1
ELECTONE, INC.	1	1	1	1	1	1							1	1	1	1
ENSONIQ												X			X	X
FIDELITY HEARING INSTRUMENTS	1	1	1	1		1	1	1	X	*	*	*	*	*	*	*
FINETONE HEARING	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	x
GN DANAVOX, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
HEARING SERVICES INC.	X	X	X	X	X	X	X	X	X	X	X	O	O	O	O	O
HEARING TECHNOLOGY, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
LANG HEARING					X	X	X	X	X	X	X	X	X	X	O	O
LORI LABS															1	1
3M HEARING HEALTH CARE													X	X	X	X
MAGNATONE	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
MAICO HEARING INSTRUMENTS	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MARCON HEARING INSTRUMENTS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
MICRO-TECH HEARING INSTRUMENTS													1	1	1	1
NATIONAL HEARING AID LABS													1	1	1	1
NU-EAR ELECTRONICS	1	1			1							1	1	1	1	1
OLYMPIA INSTRUMENTS, INC.													1	1	1	
OMNI HEARING SYSTEMS	X	X	X	X	X	X	X	X	X	1	*	*	*	*	*	*
OTICON CORPORATION	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
OTO-SONIC INC.													1	1	1	1
PHILIPS/AUDIONICS CORPORATION	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
PHONAK																X
PHONIC EAR INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
QUALITONE, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
RCI, INC.	1	1	1	1												
REXTON INTERNATIONAL	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
RION ACOUSTIC INSTRUMENTS	1	1	1	1	1	1	1	1	1							
SIEMENS HEARING INSTRUMENTS	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
STARKEY LABORATORIES	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
TELEX COMMUNICATIONS	1	1	1	1	1	1	1	1	X	X	X	X	X	X	X	X
TELSTAR ELECTRONICS													1	1	1	1
UNITED HEARING SYSTEMS																1
UNITRON INDUSTRIES	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
UNIMAX HEARING INSTRUMENTS													1	1	1	1
VANCO INDUSTRIES	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
VOROBA TECHNOLOGIES						X	X	X	X	X		X	X	X	X	X
WIDEX--HAL HEN COMPANY	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

CODES: X = MEMBER 1 = REPORTING NONMEMBER BLANK = NO INPUT

* - acquired by Starkey Laboratories 0 - acquired by Argosy Electronics ^ - acquired by Dahlberg Electronics

HIAPARTCON

CUMULATIVE YEAR-TO-DATE
UNIT SALES - BY STATE AND COUNTRY

STATE	1986		1987		1988		1989 JAN. - DEC.	
	#	%	#	%	#	%	#	%
ALABAMA	12,709	1.07	14,632	1.11	12,441	0.95	14,872	1.04
ALASKA	1,174	0.10	1,170	0.09	1,710	0.13	1,653	0.12
ARIZONA	19,584	1.64	22,207	1.69	24,110	1.84	24,911	1.73
ARKANSAS	9,897	0.83	9,853	0.75	9,386	0.72	12,718	0.89
CALIFORNIA	138,591	11.64	150,773	11.45	142,554	10.91	149,213	10.39
COLORADO	16,992	1.43	26,331	2.00	25,105	1.92	22,774	1.59
CONNECTICUT	13,467	1.13	13,913	1.06	14,458	1.11	16,172	1.13
DELAWARE	2,637	0.22	2,806	0.21	3,362	0.26	2,934	0.20
WASHINGTON, D.C.	1,723	0.14	1,562	0.12	2,134	0.16	2,446	0.17
FLORIDA	89,434	7.51	94,891	7.21	77,192	5.91	101,163	7.04
GEORGIA	16,950	1.42	20,576	1.56	22,226	1.70	23,080	1.61
HAWAII	3,629	0.30	4,105	0.31	3,524	0.27	4,319	0.30
IDAHO	7,413	0.62	8,020	0.61	7,792	0.60	8,779	0.61
ILLINOIS	49,043	4.12	50,437	3.83	51,991	3.98	59,902	4.17
INDIANA	26,087	2.19	29,410	2.23	32,069	2.45	35,106	2.44
IOWA	17,633	1.48	19,467	1.48	21,359	1.63	23,213	1.62
KANSAS	13,650	1.15	13,632	1.04	14,534	1.11	14,596	1.02
KENTUCKY	13,736	1.15	13,518	1.03	14,421	1.10	17,261	1.20
LOUISIANA	12,391	1.04	13,193	1.00	11,998	0.92	13,978	0.97
MAINE	6,251	0.53	6,540	0.50	6,398	0.49	7,382	0.51
MARYLAND	20,350	1.71	25,376	1.93	24,008	1.84	23,551	1.64
MASSACHUSETTS	37,824	3.18	39,467	3.00	37,462	2.87	40,016	2.79
MICHIGAN	48,100	4.04	58,446	4.44	63,503	4.86	61,931	4.31
MINNESOTA	34,344	2.88	35,540	2.70	34,077	2.61	37,320	2.60
MISSISSIPPI	6,634	0.56	8,299	0.63	7,710	0.59	8,716	0.61
MISSOURRI	29,339	2.46	28,715	2.18	30,077	2.30	38,898	2.71
MONTANA	5,792	0.49	5,741	0.44	5,037	0.39	8,127	0.57
NEBRASKA	11,241	0.94	10,596	0.80	11,430	0.87	12,885	0.90
NEVADA	4,792	0.40	5,793	0.44	5,698	0.44	6,140	0.43

CUMULATIVE YEAR-TO-DATE
UNIT SALES - BY STATE AND COUNTRY

STATE	1986 #	1986 %	1987 #	1987 %	1988 #	1988 %	1989 JAN. - DEC. #	1989 JAN. - DEC. %
NEW HAMPSHIRE	2,752	0.23	3,747	0.28	4,219	0.32	5,220	0.36
NEW JERSEY	29,089	2.44	34,309	2.61	36,788	2.82	35,410	2.47
NEW MEXICO	6,186	0.52	7,857	0.60	8,079	0.62	7,771	0.54
NEW YORK	60,353	5.07	68,028	5.17	72,581	5.55	80,001	5.57
NORTH CAROLINA	19,771	1.66	21,996	1.67	24,948	1.91	25,984	1.81
NORTH DAKOTA	5,118	0.43	5,382	0.41	5,878	0.45	5,561	0.39
OHIO	51,274	4.31	57,444	4.36	56,851	4.35	66,239	4.61
OKLAHOMA	16,274	1.37	17,758	1.35	17,241	1.32	17,940	1.25
OREGON	24,886	2.09	27,938	2.12	26,483	2.03	23,273	1.62
PENNSYLVANIA	58,646	4.93	61,306	4.66	57,735	4.42	67,982	4.73
RHODE ISLAND	4,828	0.41	5,108	0.39	5,438	0.42	5,904	0.41
SOUTH CAROLINA	7,855	0.66	9,841	0.75	10,402	0.80	11,655	0.81
SOUTH DAKOTA	4,316	0.36	4,930	0.37	5,181	0.40	5,328	0.37
TENNESSEE	16,416	1.38	17,707	1.35	18,168	1.39	22,281	1.55
TEXAS	59,777	5.02	67,487	5.13	65,164	4.99	72,771	5.07
UTAH	6,774	0.57	8,299	0.63	7,741	0.59	9,978	0.69
VERMONT	7,040	0.59	7,471	0.57	7,017	0.54	6,619	0.46
VIRGINIA	17,836	1.50	21,472	1.63	20,980	1.61	22,929	1.60
WASHINGTON	26,000	2.18	28,030	2.13	28,905	2.21	30,821	2.15
WEST VIRGINIA	11,225	0.94	12,286	0.93	13,824	1.06	13,378	0.93
WISCONSIN	25,344	2.13	28,039	2.13	28,427	2.18	31,139	2.17
WYOMING	1,513	0.13	1,898	0.14	2,148	0.16	1,947	0.14
GOVERNMENT (US,VA,ST)	55,968	4.70	62,975	4.78	64,828	4.96	72,077	5.02
DOMESTIC SUBTOTAL	1,190,648	100%	1,316,317	100%	1,306,792	100%	1,436,264	100%
CANADA (see pg. 7, F)	46,998		51,449		49,283		38,795	
OTHER EXP. (pg. 6, E)	29,204		33,488		37,844		40,930	
MISCELLANEOUS	1,292		2,235		1,527		37,091	
GRAND TOTAL	**1,268,142**		**1,403,489**		**1,395,446**		**1,553,080**	
% OVER PRIOR YEAR	**+ 11.55%**		**+ 10.67%**		**- 0.57%**		**+ 11.30%**	

HIASTATECON

MISCELLANEOUS DATA

A. Import Statistics (U.S. Department of Commerce)

1. Hearing Aid Instruments with Dollar Value ($)

1978 - 239,221 units.....$ 15,140,889
1979 - 240,374 units.....$ 16,803,453
1980 - 247,756 units.....$ 17,578,480
1981 - 253,091 units.....$ 17,373,896
1982 - 234,979 units.....$ 16,728,254
1983 - 218,819 units.....$ 16,289,758
1984 - 321,286 units.....$ 23,065,985
1985 - 297,367 units.....$ 21,578,212
1986 - 278,645 units.....$ 19,681,540
1987 - 232,411 units.....$ 22,106,261
1988 - 215,630 units.....$ 21,914,000
1989 - To be announced by the U.S. Dept. of Commerce

2. Hearing Aid Parts (dollar value only) ($)

1978 - $ 1,651,106
1979 - $ 1,725,803
1980 - $ 2,495,311
1981 - $ 3,029,171
1982 - $ 4,190,383
1983 - $ 4,148,607
1984 - $ 8,158,145
1985 - $ 10,984,151
1986 - $ 16,917,196
1987 - $ 18,582,533
1988 - $ 17,866,000
1989 - To be announced by the U.S. Dept. of Commerce

B. Veterans Administration

Hearing Aid instruments issued to clinics of the VA by the Federal Prosthetics Distribution Center
(by fiscal year 10/01/77 thru 09/30/78)

1978 - 17,823 units
1979 - 19,638 units
1980 - 24,142 units
1981 - 29,417 units
1982 - 32,191 units
1983 - 31,526 units
1984 - 36,325 units
1985 - 43,235 units
1986 - 46,481 units
1987 - 56,053 units
1988 - 61,534 units
1989 - 61,565 units

MISCELLANEOUS DATA (continued)

C. CROS-BICROS By Type (Participants)

	TYPE	DOMESTIC MFG. CROS	DOMESTIC MFG. BICROS	FOREIGN MFG. CROS	FOREIGN MFG. BICROS	TOTALS CROS	TOTALS BICROS
1984	Eyeglass	1,140	1,216	145	165	1,285	1,381
	Behind Ear	3,397	4,376	441	417	3,838	4,793
	In Ear	0	0	0	0	0	0
	Totals	**4,537**	**5,592**	**586**	**582**	**5,123**	**6,174**
1985	Eyeglass	927	962	181	184	1,108	1,146
	Behind Ear	3,491	4,220	280	353	3,771	4,573
	In Ear	0	0	0	0	0	0
	Totals	**4,418**	**5,182**	**461**	**537**	**4,879**	**5,719**
1986	Eyeglass	681	829	104	124	785	953
	Behind Ear	3,394	3,752	125	441	3,519	4,193
	In Ear	0	0	0	0	0	0
	Totals	**4,075**	**4,581**	**229**	**565**	**4,304**	**5,146**
1987	Eyeglass	622	880	0	1	622	881
	Behind Ear	3,860	3,975	488	361	4,348	4,336
	In Ear	0	0	0	0	0	0
	Totals	**4,482**	**4,855**	**488**	**362**	**4,970**	**5,217**
1988	Eyeglass	261	573	0	0	261	573
	Behind Ear	3,245	2,680	57	219	3,302	2,899
	In Ear	0	0	0	0	0	0
	Totals	**3,506**	**3,253**	**57**	**219**	**3,563**	**3,472**
1989	Eyeglass	180	442	0	0	180	442
	Behind Ear	1,858	2,246	70	81	1,928	2,327
	In Ear	0	0	0	0	0	0
	Totals	**2,038**	**2,688**	**70**	**81**	**2,108**	**2,769**

MISCELLANEOUS DATA (continued)

	1986	% (+/-)	1987	% (+/-)	1988	% (+/-)	1989 Jan - Dec	% (+/-)
D. TINNITUS MASKERS (net shipments of number of units)								
a. Maskers	279	-7.00%	309	10.75%	426	37.86%	131	-69.25%
b. Masker Aids	239	-5.91%	327	36.82%	234	-28.44%	146	-37.61%
E. GROSS EXPORTS OF COMPLETED HEARING AID UNITS BY DESTINATION								
EUROPE	11,363	42.09%	13,804	21.48%	15,617	13.13%	15,678	0.39%
MIDDLE EAST	263	86.52%	363	38.02%	424	16.80%	190	-55.19%
AFRICA	251	-19.81%	1,251	398.41%	1,359	8.63%	533	-60.78%
CENTRAL AND SOUTH AMERICA	4,404	31.86%	4,149	-5.79%	4,452	7.30%	6,284	41.15%
JAPAN	2,080	164.29%	2,590	24.52%	2,106	-18.69%	1,850	-12.16%
SOUTHEAST ASIA	2,201	6.90%	2,505	13.81%	3,083	23.07%	3,382	9.70%
UNALLOCATED	8,642	-15.17%	8,826	2.13%	10,803	22.40%	13,013	20.46%
TOTAL	**29,204**	**17.64%**	**33,488**	**14.67%**	**37,844**	**13.01%**	**40,930**	**8.15%**

MISCELLANEOUS DATA (continued)

F. CANADIAN SALES BY PROVINCE

	1986	% (+/-)	1987	% (+/-)	1988	% (+/-)	1989 Jan. - Dec.	% (+/-)
Alberta	5,280	+ 2.58%	5,324	+ 0.83%	5,618	+ 5.52%	4,238	- 24.56%
British Columbia	4,508	- 28.74%	7,480	+ 65.93%	7,688	+ 2.78%	5,442	- 29.21%
Manitoba	1,966	+ 25.70%	1,799	- 8.49%	2,067	+ 14.90%	1,592	- 22.98%
New Brunswick	833	- 4.91%	1,024	+ 22.93%	1,347	+ 31.54%	817	- 39.35%
Newfoundland	255	+ 78.32%	394	+ 54.51%	320	- 18.78%	475	+ 48.44%
Nova Scotia	1,182	+ 38.08%	1,556	+ 31.64%	1,963	+ 26.16%	2,897	+ 47.58%
Ontario	17,527	- 4.29%	21,046	+ 20.08%	18,506	- 12.07%	15,682	- 15.26%
Prince Edward Island	167	+ 38.02%	113	- 32.34%	91	- 19.47%	62	- 31.87%
Quebec	6,218	+ 141.57%	4,345	- 30.12%	4,555	+ 4.83%	3,671	- 19.41%
Saskatchewan	2,392	- 15.89%	2,365	- 1.13%	4,162	+ 75.98%	2,453	- 41.06%
Northwest Territories	-2	+ 98.43%	1	- 150.00%	44	+ 4300.00%	26	- 40.91%
Yukon Territories	0	0.00%	5	- 500.00%	10	+ 100.00%	3	- 70.00%
Unallocated by the member companies	6,672	- 9.58%	5,997	- 10.12%	2,912	- 51.44%	1,437	- 50.65%
TOTAL	**46,998**	**+ 1.51%**	**51,449**	**+ 9.47%**	**49,283**	**- 4.21%**	**38,795**	**- 21.28%**

MISCELLANEOUS DATA (continued)

G. NET UNITS SOLD BY TYPE & ORIGIN
Modular ITEs (MOD), Hearing Aid Assembly (HAA), Body Aids (BODY) and Eyeglass Aids (EYE)

	DOMESTIC MANUFACTURED					FOREIGN MANUFACTURED					GRAND TOTAL
	MOD	HAA	BODY	EYE	TOTAL	MOD	HAA	BODY	EYE	TOTAL	
1987											
January - March	1,441	17,524	517	1,493	20,975	409	0	1,243	564	2,216	23,191
April - June	2,262	13,078	684	1,402	17,426	282	0	1,503	709	2,494	19,920
July - September	1,934	4,557	638	1,218	8,347	90	0	1,578	1,009	2,677	11,024
October - December	2,348	5,066	540	1,162	9,116	95	0	1,472	1,003	2,570	11,686
1988											
January - March	2,057	4,487	431	981	7,956	669	0	863	910	2,442	10,398
April - June	2,754	3,718	540	950	7,962	665	0	489	1,336	2,490	10,452
July - September	522	2,166	412	805	3,905	62	0	773	309	1,144	5,049
October - December	1,295	3,205	472	998	5,970	45	0	828	331	1,204	7,174
1989											
January - March	1,014	4,368	396	902	6,680	46	0	955	221	1,222	7,902
April - June	1,460	2,364	467	748	5,039	70	0	1,297	543	1,910	6,949
July - September	2,197	1,466	929	674	5,266	62	0	1,158	833	2,053	7,319
October - December	959	3,586	719	586	5,850	45	0	687	318	1,050	6,900

MISCELLANEOUS DATA (continued)

H. RETURNS FOR CREDIT SURVEY

	GROSS UNIT SALES	TOTAL UNIT RETURNS	{1} AVERAGE RETURN RATE	{2} WEIGHTED AVERAGE RETURN RATE	{3} MEDIAN RETURN RATE	{4} STANDARD DEVIATION
1985						
Custom In-The-Ear (21 cos.)	579,335	83,578	14.43%	N/A	15.00%	3.5
Canal In-The-Ear (20 cos.)	149,229	31,892	21.37%	N/A	22.70%	1.7
Behind-The-Ear (17 cos)	350,339	43,404	12.39%	N/A	13.80%	1.3
1986						
Custom In-The-Ear (23 cos.)	700,840	104,938	14.97%	N/A	14.82%	5.5
Canal In-The-Ear (23 cos.)	184,329	37,428	20.30%	N/A	19.77%	7.2
Behind-The-Ear (19 cos.)	350,851	49,277	14.04%	N/A	14.21%	5.8
1987						
Custom In-The-Ear (23 cos.)	769,363	118,939	15.46%	17.44%	14.71%	9.1
Canal In-The-Ear (25 cos.)	292,416	62,204	21.27%	20.66%	17.44%	7.8
Behind-The-Ear (19 cos.)	327,654	46,492	14.19%	13.59%	11.93%	6.5
1988						
Custom In-The-Ear (19 cos.)	804,694	116,273	14.45%	15.30%	14.86%	3.9
Canal In-The-Ear (19 cos.)	312,205	59,274	18.99%	19.98%	20.38%	5.7
Behind-The-Ear (14 cos.)	328,860	48,892	14.87%	13.31%	12.28%	4.9

{1} = Total Unit Returns/Gross Unit Sales
{2} = Sum of Average Return Rates/Number of Companies
{3} = Average Return Rate {1} at Median Point
{4} = Standard Deviation Range +/- of Average Return Rate {1}

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NET UNITS SOLD BY TYPE AND ORIGIN

	BEHIND-THE-EAR		IN-THE-EAR *					MISCELLANEOUS*		TOTALS			
	Domestic Mfg.	Foreign Mfg.	Stock Canal	Custom	Low Profile	Half-Concha	Canal	Domestic Mfg.	Foreign Mfg.	Domestic Mfg.	Foreign Mfg.	All Sales	% (#)**
1987													
1st Quarter	32,912	39,015	1,460	177,215	19,339	8,757	42,437	20,975	2,216	300,733	43,593	344,326	15.73%
T&O %	9.56%	11.33%	0.42%	51.47%	5.62%	2.54%	12.32%	6.09%	0.64%	87.34%	12.66%	100.00%	
2nd Quarter	35,221	43,299	2,088	181,101	22,060	12,601	48,966	17,426	2,494	315,407	49,849	365,256	10.56%
T&O %	9.64%	11.85%	0.57%	49.58%	6.04%	3.45%	13.41%	4.77%	0.68%	86.35%	13.65%	100.00%	
3rd Quarter	34,558	39,934	1,154	172,943	23,947	20,502	41,005	8,347	2,677	299,167	45,900	345,067	6.90%
T&O %	10.01%	11.57%	0.33%	50.12%	6.94%	5.94%	11.88%	2.42%	0.78%	86.70%	13.30%	100.00%	
4th Quarter	31,431	39,435	1,206	160,053	30,734	4,879	69,416	9,116	2,570	304,464	44,376	348,840	9.89%
T&O %	9.01%	11.30%	0.35%	45.88%	8.81%	1.40%	19.90%	2.61%	0.74%	87.28%	12.72%	100.00%	
Total 1987	**134,122**	**161,683**	**5,908**	**691,312**	**96,080**	**46,739**	**201,824**	**55,864**	**9,957**	**1,219,771**	**183,718**	**1,403,489**	**10.67%**
T&O %	**9.56%**	**11.52%**	**0.42%**	**49.26%**	**6.85%**	**3.33%**	**14.38%**	**3.98%**	**0.71%**	**86.91%**	**13.09%**	**100.00%**	
Type %	**21.08%**				**74.23%**			**4.69%**				**100.00%**	
1988													
1st Quarter	30,178	38,828	812	166,845	21,095	10,961	60,971	7,956	2,442	296,765	43,323	340,088	-1.23%
T&O %	8.87%	11.42%	0.24%	49.06%	6.20%	3.22%	17.93%	2.34%	0.72%	87.26%	12.74%	100.00%	
2nd Quarter	34,769	37,253	570	175,626	23,867	12,777	63,342	7,962	2,490	316,987	41,669	358,656	-1.81%
T&O %	9.69%	10.39%	0.16%	48.97%	6.65%	3.56%	17.66%	2.22%	0.69%	88.38%	11.62%	100.00%	
3rd Quarter	34,268	37,075	782	179,517	24,640	11,983	63,050	3,905	1,144	315,712	40,652	356,364	3.27%
T&O %	9.62%	10.40%	0.22%	50.37%	6.91%	3.36%	17.69%	1.10%	0.32%	88.59%	11.41%	100.00%	
4th Quarter	27,399	32,157	456	180,623	25,183	12,287	55,059	5,970	1,204	304,332	36,006	340,338	-2.44%
T&O %	8.05%	9.45%	0.13%	53.07%	7.40%	3.61%	16.18%	1.75%	0.35%	89.42%	10.58%	100.00%	
Total 1988	**126,614**	**145,313**	**2,620**	**702,611**	**94,785**	**48,008**	**242,422**	**25,793**	**7,280**	**1,233,796**	**161,650**	**1,395,446**	**-0.57%**
T&O %	**9.07%**	**10.41%**	**0.19%**	**50.35%**	**6.79%**	**3.44%**	**17.37%**	**1.85%**	**0.52%**	**88.42%**	**11.58%**	**100.00%**	
Type %	**19.49%**				**78.14%**			**2.37%**				**100.00%**	
1989													
1st Quarter	37,053	36,324	327	189,496	24,203	12,925	61,554	6,680	1,222	332,238	37,546	369,784	8.73%
T&O %	10.02%	9.82%	0.09%	51.25%	6.55%	3.50%	16.65%	1.81%	0.33%	89.85%	10.15%	100.00%	
2nd Quarter	34,853	44,845	541	208,355	25,487	15,163	72,611	5,039	1,910	362,049	46,755	408,804	13.98%
T&O %	8.53%	10.97%	0.13%	50.97%	6.23%	3.71%	17.76%	1.23%	0.47%	88.56%	11.44%	100.00%	
3rd Quarter	45,228	34,273	581	208,761	22,850	15,859	76,657	5,266	2,053	375,202	36,326	411,528	15.48%
T&O %	10.99%	8.33%	0.14%	50.73%	5.55%	3.85%	18.63%	1.28%	0.50%	91.17%	8.83%	100.00%	
4th Quarter	30,080	43,985	1,479	171,851	17,802	15,621	75,246	5,850	1,050	317,929	45,035	362,964	6.65%
T&O%	8.29%	12.12%	0.41%	47.35%	4.90%	4.30%	20.73%	1.61%	0.29%	87.59%	12.41%	100.00%	
Total 1989	**147,214**	**159,427**	**2,928**	**778,463**	**90,342**	**59,568**	**286,068**	**22,835**	**6,235**	**1,387,418**	**165,662**	**1,553,080**	**11.30%**
T&O %	**9.48%**	**10.27%**	**0.19%**	**50.12%**	**5.82%**	**3.84%**	**18.42%**	**1.47%**	**0.40%**	**89.33%**	**10.67%**	**100.00%**	
Type %	**19.75%**				**78.39%**			**1.87%**				**100.00%**	

* Includes modular ITEs, hearing aid assemblies, eyeglass and body aids, detailed on page 8.

** % (#) shown is current period vs. same period last year

CUMULATIVE REPORT OF HEARING AID SALES
1960-1989
Compiled by
Hauck & Associates, Inc.
for the
HEARING INDUSTRIES ASSOCIATION

YEAR	DOMESTIC	FOREIGN	TOTAL	
1960			397,887	
1961			359,275	
1962			344,431	
1963	336,269	27,110	363,379	
1964	353,586	33,863	387,449	
1965	363,543	29,988	393,531	
1966	366,301	33,906	400,207	
1967	374,879	35,694	410,573	
1968	405,891	43,004	448,895	
1969	421,033	49,948	470,981	
1970	437,479	73,268	510,747	
1971	477,314	98,987	576,301	
1972	488,088	118,739	606,827	
1973	459,543	90,322	549,865	*
1974	421,845	79,740	501,585	*
1975	451,967	88,393	540,360	*
1976	434,154	61,981	496,135	*
1977	357,531	53,111	410,642	*
1978	445,656	139,457	585,113	
1979	486,104	154,146	640,250	
1980	566,681	169,961	736,642	
1981	657,061	177,140	834,201	
1982	684,315	170,170	854,485	
1983	803,219	226,461	1,029,680	
1984	877,156	225,731	1,102,887	
1985	911,061	225,803	1,136,864	
1986	1,054,706	213,436	1,268,142	
1987	1,219,771	183,718	1,403,489	
1988	1,233,796	161,650	1,395,446	
1989	1,387,418	165,662	1,553,080	

* N.B.: HIA (then HAIC) figures for 1973-1977 reflect member company reports only.

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HAUCK & ASSOCIATES INC

Professional
Association
Management

April 27, 1990

PARTICIPATING MANUFACTURERS AND DISTRIBUTORS
HIA STATISTICAL REPORTING PROGRAM
FIRST QUARTER 1990

Dear Participant:

On behalf of the Hearing Industries Association (HIA), I am providing the HIA Statistical Report for the quarter ending March 31, 1990.

At the direction of the HIA Board of Directors, we have made significant changes to this report to enhance its value and utility. Let me outline those changes for you:

1. We are **NO LONGER ISSUING TWO REPORTS EACH QUARTER**. Beginning with this quarter, the 1990 HIA Statistical Reports will reflect the sales of those companies who participated in the **Consolidated** Quarterly reports issued in 1989. The 1989 Consolidated Report also forms the basis for the 1989 statistics used in this report.

2. The *Returns for Credit -- Annual Summary* has been updated with **1989 ANNUAL DATA**. Additionally, beginning with this quarter, we are now reporting **RETURNS FOR CREDIT DATA ON A QUARTERLY BASIS** rather than as a special annual survey.

3. The *Cumulative Year-to-Date Unit Sales by State and Country* now includes **PERCENTAGE CHANGE OVER THE PREVIOUS YEAR'S SAME QUARTER SALES**.

4. The *Canadian Sales by Province* has been divided into two new reports -- **SUMMARY** and **BY TYPE**.

5. The *Other Foreign (Export) Sales* has similarly been divided into two new reports -- **SUMMARY** and **BY TYPE**.

If you have questions about these modifications, please contact HIA Executive Director Carole M. Rogin at 202/833-1411.

Sincerely,

Gretchen M. Leonard
HIA Statistical Manager

P015

1255 Twenty-Third Street, NW, Washington, DC 20037-1174
Phone: 202/452-8100 • Fax: 202/833-3636

Member
Institute of Association
Management Companies

HEARING INDUSTRIES ASSOCIATION
STATISTICAL REPORTING PROGRAM
CURRENT PARTICIPANTS
FIRST QUARTER 1990

COMPANY NAME	DATE REPORT RECEIVED BY HAUCK & ASSOCIATES
PHONAK	4/4/90
MARCON HEARING INSTRUMENTS	4/6/90
GN DANAVOX	4/9/90
MICRO TECH HEARING INSTRUMENTS	4/9/90
SIEMENS HEARING INSTRUMENTS	4/9/90
WIDEX	4/9/90
3M HEARING HEALTH CARE	4/10/90
AUDIOSCIENCE	4/10/90
OTO-SONIC INC.	4/10/90
UNITRON INDUSTRIES INC.	4/10/90
ARGOSY ELECTRONICS	4/11/90
RION CO., LTD.	4/12/90
LORI LABS	4/13/90
BELTONE ELECTRONICS CORP.	4/16/90
PHILIPS	4/16/90
AUDIBEL	4/17/90
DAHLBERG ELECTRONICS	4/17/90
ELECTONE, INC.	4/17/90
FIDELITY/BOSCH	4/17/90
MAGNATONE	4/17/90
NU-EAR	4/17/90
OMNI	4/17/90
QUALITONE, INC.	4/17/90
STARKEY LABORATORIES	4/17/90
TELEX COMMUNICATIONS	4/17/90
OTICON INC.	4/18/90
UNITED HEARING SYSTEMS	4/18/90
AUDINA HEARING INSTRUMENTS	4/19/90
FINETONE HEARING	4/19/90
MAICO/BERNAFON	4/19/90
REXTON INTERNATIONAL	4/19/90
TELSTAR/SONOTONE	4/19/90
BAUSCH & LOMB HEAR SYSTEMS	4/20/90
HEARING TECHNOLOGIES	4/23/90
UNIMAX HEARING INSTRUMENTS	4/23/90
ENSONIQ	4/24/90
VANCO	4/25/90

HEARING INDUSTRIES ASSOCIATION

STATISTICAL REPORTING PROGRAM

PARTICIPATING COMPANIES

1987 - 1990

- YEAR - QUARTER	- 1987 - 1st	2nd	3rd	4th	- 1988 - 1st	2nd	3rd	4th	- 1989 - 1st	2nd	3rd	4th	- 1990 - 1st	2nd	3rd	4th
PARTICIPATING COMPANIES																
3M HEARING HEALTH CARE									X	X	X	X	X			
ARGOSY ELECTRONICS	X	X	X	X	X	X	X	X	X	X	X	X	X			
AUDINA HEARING INSTRUMENTS													1			
AUDIOSCIENCE													X			
AUDIO-TECHNICA U.S. INC.									X	X	X					
AUDIOTONE	X	X	X	X	X	X	X	X	^	^	^	^				
AUDIBEL WHOLESALE											1	1	*			
AUTHORIZED HEARING SYSTEMS											1	1				
BAUSCH & LOMB HEAR SYST (VOROBA)		X	X	X	X	X		X	X	X	X	X	X			
BELTONE ELECTRONICS	X	X	X	X	X	X	X	X	X	X	X	X	X			
BERNAFON, INC.	X	X	X	X	X	X	X	X	X	X	X	X	#			
BEST LABS/FIDELITY									1	1	1	1				
ROBERT BOSCH CORPORATION	*	*	*	*	*	*	*	*	*	*	*	*	*			
CAREY LABS											1	1				
CLEAR CORPORATION									1			1				
DAHLBERG ELECTRONICS	X	X	X	X	X	X	X	X	1	1	1	1	1			
ELECTONE, INC.	1	1							1	1	1	1	1			
ENSONIQ								X			X	X	X			
FIDELITY HEARING INSTRUMENTS		1	1	1	X	*	*	*	*	*	*	*	*			
FINETONE HEARING	X	X	X	X	X	X	X	X	X	X	X	x	X			
GN DANAVOX, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X			
HEARING SERVICES INC.	X	X	X	X	X	X	X	O	O	O	O	O	O			
HEARING TECHNOLOGY, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X			
LANG HEARING	X	X	X	X	X	X	X	X	X	X	O	O	O			
LORI LABS											1	1	1			
MAGNATONE	1	1	1	1	1	1	1	1	1	1	1	1	1			
MAICO HEARING INSTRUMENTS	X	X	X	X	X	X	X	X	X	X	X	X	X			
MARCON HEARING INSTRUMENTS	1	1	1	1	1	1	1	1	1	1	1	1	1			
MICRO-TECH HEARING INSTRUMENTS									1	1	1	1	1			
NATIONAL HEARING AID LABS									1	1	1	1				
NU-EAR ELECTRONICS	1							1	1	1	1	1	*			
OLYMPIA INSTRUMENTS, INC.									1	1	1					
OMNI HEARING SYSTEMS	X	X	X	X	X	1	*	*	*	*	*	*	*			
OTICON CORPORATION	X	X	X	X	X	X	X	X	X	X	X	X	X			
OTO-SONIC INC.									1	1	1	1	1			
PHILIPS/AUDIONICS CORPORATION	X	X	X	X	X	X	X	X	X	X	X	X	X			
PHONAK												X	X			
PHONIC EAR INC.	X	X	X	X	X	X	X	X	X	X	X					
QUALITONE, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X			
REXTON INTERNATIONAL	X	X	X	X	X	X	X	X	X	X	X	X	X			
RION ACOUSTIC INSTRUMENTS	1	1	1	1	1								X			
SIEMENS HEARING INSTRUMENTS	X	X	X	X	X	X	X	X	X	X	X	X	X			
STARKEY LABORATORIES	X	X	X	X	X	X	X	X	X	X	X	X	X			
TELEX COMMUNICATIONS	1	1	1	1	X	X	X	X	X	X	X	X	X			
TELSTAR ELECTRONICS									1	1	1	1	1			
UNITED HEARING SYSTEMS												1	1			
UNITRON INDUSTRIES	X	X	X	X	X	X	X	X	X	X	X	X	X			
UNIMAX HEARING INSTRUMENTS									1	1	1	1	1			
VANCO INDUSTRIES	1	1	1	1	1	1	1	1	1	1	1	1	1			
VOROBA TECHNOLOGIES		X	X	X	X	X		X	X	X	X	X	X			
WIDEX--HAL HEN COMPANY	X	X	X	X	X	X	X	X	X	X	X	X	X			

CODES:

- X REPORTING MEMBER
- 1 REPORTING NONMEMBER
- BLANK INDICATES NO INPUT
- * ACQUIRED BY STARKEY LABORATORIES
- O ACQUIRED BY ARGOSY ELECTRONICS
- ^ ACQUIRED BY DAHLBERG ELECTRONICS
- # ACQUIRED BY MAICO HEARING INSRTUMENTS

HIAPART

HEARING INDUSTRIES ASSOCIATION
STATISTICAL REPORTING PROGRAM
CUMULATIVE YEAR-TO-DATE UNIT SALES
BY STATE AND COUNTRY

STATE	1986		1987		1988		1989		1990 (JAN-MARCH)		
	#	%	#	%	#	%	#	%	#	%	% Δ
ALABAMA	12,709	1.07	14,632	1.11	12,441	0.95	14,872	1.01	3,400	0.95	-9.55
ALASKA	1,174	0.10	1,170	0.09	1,710	0.13	1,653	0.11	384	0.11	-9.65
ARIZONA	19,584	1.64	22,207	1.68	24,110	1.84	24,911	1.69	6,544	1.82	-5.88
ARKANSAS	9,897	0.83	9,853	0.75	9,386	0.72	12,718	0.86	2,863	0.80	-30.19
CALIFORNIA	138,591	11.63	150,773	11.43	142,554	10.90	149,213	10.13	37,569	10.46	10.67
COLORADO	16,992	1.43	26,331	2.00	25,105	1.92	22,774	1.55	5,158	1.44	-0.81
CONNECTICUT	13,467	1.13	13,913	1.06	14,458	1.11	16,172	1.10	3,697	1.03	-0.43
DELAWARE	2,637	0.22	2,806	0.21	3,362	0.26	2,934	0.20	336	0.09	-54.35
WASHINGTON, D.C.	1,723	0.14	1,562	0.12	2,134	0.16	2,446	0.17	802	0.22	51.89
FLORIDA	89,434	7.50	94,891	7.20	77,192	5.90	101,163	6.87	30,013	8.36	11.77
GEORGIA	16,950	1.42	20,576	1.56	22,226	1.70	23,080	1.57	5,101	1.42	-13.44
HAWAII	3,629	0.30	4,105	0.31	3,524	0.27	4,319	0.29	1,418	0.39	32.15
IDAHO	7,413	0.62	8,020	0.61	7,792	0.60	8,779	0.60	1,987	0.55	-4.93
ILLINOIS	49,043	4.11	50,437	3.83	51,991	3.97	59,902	4.07	14,108	3.93	3.71
INDIANA	26,087	2.19	29,410	2.23	32,069	2.45	35,106	2.38	8,230	2.29	4.84
IOWA	17,633	1.48	19,467	1.48	21,359	1.63	23,213	1.58	5,757	1.60	14.45
KANSAS	13,650	1.15	13,632	1.03	14,534	1.11	14,596	0.99	3,362	0.94	6.36
KENTUCKY	13,736	1.15	13,518	1.03	14,421	1.10	17,261	1.17	3,911	1.09	-10.59
LOUISIANA	12,391	1.04	13,193	1.00	11,998	0.92	13,978	0.95	3,406	0.95	1.34
MAINE	6,251	0.52	6,540	0.50	6,398	0.49	7,382	0.50	1,457	0.41	-14.14
MARYLAND	20,350	1.71	25,376	1.92	24,008	1.84	23,551	1.60	5,755	1.60	7.77
MASSACHUSETTS	37,824	3.17	39,467	2.99	37,462	2.86	40,016	2.72	8,874	2.47	-4.67
MICHIGAN	48,100	4.04	58,446	4.43	63,503	4.85	61,931	4.20	15,226	4.24	7.41
MINNESOTA	34,344	2.88	35,540	2.70	34,077	2.60	37,320	2.53	8,673	2.42	32.63
MISSISSIPPI	6,634	0.56	8,299	0.63	7,710	0.59	8,716	0.59	2,260	0.63	7.16
MISSOURI	29,339	2.46	28,715	2.18	30,077	2.30	38,898	2.64	8,737	2.43	3.86
MONTANA	5,792	0.49	5,741	0.44	5,037	0.38	8,127	0.55	2,048	0.57	14.41
NEBRASKA	11,241	0.94	10,596	0.80	11,430	0.87	12,885	0.87	3,000	0.84	-5.15
NEVADA	4,792	0.40	5,793	0.44	5,698	0.44	6,140	0.42	1,643	0.46	10.12
NEW HAMPSHIRE	2,752	0.23	3,747	0.28	4,219	0.32	5,220	0.35	1,057	0.29	1.63
NEW JERSEY	29,089	2.44	34,309	2.60	36,788	2.81	35,410	2.40	7,988	2.22	-5.74
NEW MEXICO	6,186	0.52	7,857	0.60	8,079	0.62	7,771	0.53	2,127	0.59	6.35
NEW YORK	60,353	5.06	68,028	5.16	72,581	5.55	80,001	5.43	18,196	5.07	-0.67
NORTH CAROLINA	19,771	1.66	21,996	1.67	24,948	1.91	25,984	1.76	5,776	1.61	-12.97

STATISTICAL REPORTING PROGRAM
CUMULATIVE YEAR-TO-DATE UNIT SALES
BY STATE AND COUNTRY

STATE	1986 #	%	1987 #	%	1988 #	%	1989 #	%	1990 (JAN-MARCH) #	%	% Δ
NORTH DAKOTA	5,118	0.43	5,382	0.41	5,878	0.45	5,561	0.38	1,190	0.33	-5.10
OHIO	51,274	4.30	57,444	4.36	56,851	4.35	66,239	4.50	15,256	4.25	-1.74
OKLAHOMA	16,274	1.37	17,758	1.35	17,241	1.32	17,940	1.22	4,240	1.18	-1.67
OREGON	24,886	2.09	27,938	2.12	26,483	2.02	23,273	1.58	6,105	1.70	6.81
PENNSYLVANIA	58,646	4.92	61,306	4.65	57,735	4.41	67,982	4.61	15,504	4.32	-2.15
RHODE ISLAND	4,828	0.41	5,108	0.39	5,438	0.42	5,904	0.40	1,440	0.40	0.84
SOUTH CAROLINA	7,855	0.66	9,841	0.75	10,402	0.80	11,655	0.79	2,553	0.71	-11.51
SOUTH DAKOTA	4,316	0.36	4,930	0.37	5,181	0.40	5,328	0.36	1,193	0.33	-6.06
TENNESSEE	16,416	1.38	17,707	1.34	18,168	1.39	22,281	1.51	4,679	1.30	-18.03
TEXAS	59,777	5.02	67,487	5.12	65,164	4.98	72,771	4.94	18,696	5.21	5.42
UTAH	6,774	0.57	8,299	0.63	7,741	0.59	9,978	0.68	2,503	0.70	6.10
VERMONT	7,040	0.59	7,471	0.57	7,017	0.54	6,619	0.45	1,304	0.36	-27.47
VIRGINIA	17,836	1.50	21,472	1.63	20,980	1.60	22,929	1.56	5,715	1.59	7.85
WASHINGTON	26,000	2.18	28,030	2.13	28,905	2.21	30,821	2.09	7,558	2.10	4.70
WEST VIRGINIA	11,225	0.94	12,286	0.93	13,824	1.06	13,378	0.91	3,153	0.88	8.24
WISCONSIN	25,344	2.13	28,039	2.13	28,427	2.17	31,139	2.11	7,666	2.13	7.82
WYOMING	1,513	0.13	1,898	0.14	2,148	0.16	1,947	0.13	491	0.14	0.41
GOVERNMENT AGENCIES	55,968	4.70	62,975	4.78	64,828	4.96	72,077	4.89	15,419	4.29	-19.47
UNALLOCATED BY STATE	1,292	0.11	2,235	0.17	1,527	0.12	37,091	2.52	13,597	3.79	82.58
DOMESTIC SUBTOTAL	**1,191,940**	**100%**	**1,318,552**	**100%**	**1,308,319**	**100%**	**1,473,355**	**100%**	**359,125**	**100%**	**3.02**
CANADA (see p. 8)	46,998		51,449		49,283		38,795		6,039		-51.91
OTHER EXPORTS (see p. 10)	29,204		33,488		37,844		40,930		11,593		34.47
UNALLOCATED	N/A		N/A		N/A		N/A		0		N/A
FOREIGN SUBTOTAL	**76,202**		**84,937**		**87,127**		**79,725**		**17,632**		**-16.74**
GRAND TOTAL	1,268,142		1,403,489		1,395,446		1,553,080		376,757		1.89
% OVER PRIOR YEAR	+11.55%		+10.67%		-0.57%		+11.30% **				

NOTES:

- # NET UNIT SALES (YEAR TO DATE)
- % PERCENTAGE OF TOTAL DOMESTIC SALES (YEAR TO DATE)
- % Δ PERCENTAGE CHANGE OVER SAME PERIOD LAST YEAR
- ** THE 1989 STATISTICS INCLUDE 11 NEW REPORTING COMPANIES; WITHOUT THOSE COMPANIES, SALES DECREASED 0.41%

NET UNITS SOLD BY TYPE AND ORIGIN

	BEHIND-THE-EAR		IN-THE-EAR					MISCELLANEOUS (*)		TOTALS			% Δ (**)
	Domestic Mfg.	Foreign Mfg.	Custom	Canal	Half-Concha	Low Profile	Stock Canal	Domestic Mfg.	Foreign Mfg.	Domestic Mfg.	Foreign Mfg.	All Mfg.	
1987													
1st Quarter	32,912	39,015	177,215	42,437	8,757	19,339	1,460	20,975	2,216	300,733	43,593	344,326	+15.73%
T&O %	9.56%	11.33%	51.47%	12.32%	2.54%	5.62%	0.42%	6.09%	0.64%	87.34%	12.66%	100.00%	
2nd Quarter	35,221	43,299	181,101	48,966	12,601	22,060	2,088	17,426	2,494	315,407	49,849	365,256	+10.56%
T&O %	9.64%	11.85%	49.58%	13.41%	3.45%	6.04%	0.57%	4.77%	0.68%	86.35%	13.65%	100.00%	
3rd Quarter	34,558	39,934	172,943	41,005	20,502	23,947	1,154	8,347	2,677	299,167	45,900	345,067	+6.90%
T&O %	10.01%	11.57%	50.12%	11.88%	5.94%	6.94%	0.33%	2.42%	0.78%	86.70%	13.30%	100.00%	
4th Quarter	31,431	39,435	160,053	69,416	4,879	30,734	1,206	9,116	2,570	304,464	44,376	348,840	+9.89%
T&O %	9.01%	11.30%	45.88%	19.90%	1.40%	8.81%	0.35%	2.61%	0.74%	87.28%	12.72%	100.00%	
Total 1987	**134,122**	**161,683**	**691,312**	**201,824**	**46,739**	**96,080**	**5,908**	**55,864**	**9,957**	**1,219,771**	**183,718**	**1,403,489**	**+10.67%**
T&O %	**9.56%**	**11.52%**	**49.26%**	**14.38%**	**3.33%**	**6.85%**	**0.42%**	**3.98%**	**0.71%**	**86.91%**	**13.09%**	**100.00%**	
Type %	**21.08%**				**74.23%**			**4.69%**				**100.00%**	
1988													
1st Quarter	30,178	38,828	166,845	60,971	10,961	21,095	812	7,956	2,442	296,765	43,323	340,088	-1.23%
T&O %	8.87%	11.42%	49.06%	17.93%	3.22%	6.20%	0.24%	2.34%	0.72%	87.26%	12.74%	100.00%	
2nd Quarter	34,769	37,253	175,626	63,342	12,777	23,867	570	7,962	2,490	316,987	41,669	358,656	-1.81%
T&O %	9.69%	10.39%	48.97%	17.66%	3.56%	6.65%	0.16%	2.22%	0.69%	88.38%	11.62%	100.00%	
3rd Quarter	34,268	37,075	179,517	63,050	11,983	24,640	782	3,905	1,144	315,712	40,652	356,364	+3.27%
T&O %	9.62%	10.40%	50.37%	17.69%	3.36%	6.91%	0.22%	1.10%	0.32%	88.59%	11.41%	100.00%	
4th Quarter	27,399	32,157	180,623	55,059	12,287	25,183	456	5,970	1,204	304,332	36,006	340,338	-2.44%
T&O %	8.05%	9.45%	53.07%	16.18%	3.61%	7.40%	0.13%	1.75%	0.35%	89.42%	10.58%	100.00%	
Total 1988	**126,614**	**145,313**	**702,611**	**242,422**	**48,008**	**94,785**	**2,620**	**25,793**	**7,280**	**1,233,796**	**161,650**	**1,395,446**	**-0.57%**
T&O %	**9.07%**	**10.41%**	**50.35%**	**17.37%**	**3.44%**	**6.79%**	**0.19%**	**1.85%**	**0.52%**	**88.42%**	**11.58%**	**100.00%**	
Type %	**19.49%**				**78.14%**			**2.37%**				**100.00%**	
1989													
1st Quarter	37,053	36,324	189,496	61,554	12,925	24,203	327	6,680	1,222	332,238	37,546	369,784	+8.73%
T&O %	10.02%	9.82%	51.25%	16.65%	3.50%	6.55%	0.09%	1.81%	0.33%	89.85%	10.15%	100.00%	
2nd Quarter	34,853	44,845	208,355	72,611	15,163	25,487	541	5,039	1,910	362,049	46,755	408,804	+13.98%
T&O%	8.53%	10.97%	50.97%	17.76%	3.71%	6.23%	0.13%	1.23%	0.47%	88.56%	11.44%	100.00%	
3rd Quarter	45,228	34,273	208,761	76,657	15,859	22,850	581	5,266	2,053	375,202	36,326	411,528	+15.48%
T&O %	10.99%	8.33%	50.73%	18.63%	3.85%	5.55%	0.14%	1.28%	0.50%	91.17%	8.83%	100.00%	
4th Quarter	30,080	43,985	171,851	75,246	15,621	17,802	1,479	5,850	1,050	317,929	45,035	362,964	+6.65%
T&O%	8.29%	12.12%	47.35%	20.73%	4.30%	4.90%	0.41%	1.61%	0.29%	87.59%	12.41%	100.00%	
Total 1989	**147,214**	**159,427**	**778,463**	**286,068**	**59,568**	**90,342**	**2,928**	**22,835**	**6,235**	**1,387,418**	**165,662**	**1,553,080**	**+11.30%** (***)
T&O %	**9.48%**	**10.27%**	**50.12%**	**18.42%**	**3.84%**	**5.82%**	**0.19%**	**1.47%**	**0.40%**	**89.33%**	**10.67%**	**100.00%**	
Type %	**19.75%**				**78.39%**			**1.87%**				**100.00%**	
1990													
1st Quarter	34,547	42,395	182,117	75,670	17,859	14,071	2,929	6,107	1,062	333,300	43,457	376,757	+1.89%
T&O %	9.17%	11.25%	48.34%	20.08%	4.74%	3.73%	0.78%	1.62%	0.28%	88.47%	11.53%	100.00%	
Type %	20.42%				77.68%			1.90%				100.00%	

(*) Includes modular ITEs, hearing aid assemblies, eyeglass and body aids.

(**) % Δ is current period vs. same period last year

(***) The 1989 statistics include 11 new reporting companies; without those companies, sales decreased 0.41%

HIASUMM

NET UNITS SOLD BY TYPE AND ORIGIN -- MISCELLANEOUS SALES

Modular (MOD), Hearing Aid Assembly (HAA), Body Aids (BODY) and Eyeglass Aids (EYE)

	DOMESTIC MANUFACTURED					FOREIGN MANUFACTURED			GRAND TOTAL
	MOD	HAA	BODY	EYE	TOTAL	BODY	EYE	TOTAL	
1987									
January - March	1,850	17,524	517	1,493	21,384	1,243	564	1,807	23,191
April - June	2,544	13,078	684	1,402	17,708	1,503	709	2,212	19,920
July - September	2,024	4,557	638	1,218	8,437	1,578	1,009	2,587	11,024
October - December	2,443	5,066	540	1,162	9,211	1,472	1,003	2,475	11,686
Total	**8,861**	**40,225**	**2,379**	**5,275**	**56,740**	**5,796**	**3,285**	**9,081**	**65,821**
1988									
January - March	2,726	4,487	431	981	8,625	863	910	1,773	10,398
April - June	3,419	3,718	540	950	8,627	489	1,336	1,825	10,452
July - September	584	2,166	412	805	3,967	773	309	1,082	5,049
October - December	1,340	3,205	472	998	6,015	828	331	1,159	7,174
Total	**8,069**	**13,576**	**1,855**	**3,734**	**27,234**	**2,953**	**2,886**	**5,839**	**33,073**
1989									
January - March	1,060	4,368	396	902	6,726	955	221	1,176	7,902
April - June	1,530	2,364	467	748	5,109	1,297	543	1,840	6,949
July - September	2,259	1,466	929	674	5,328	1,158	833	1,991	7,319
October - December	1,004	3,586	719	586	5,895	687	318	1,005	6,900
Total	**5,853**	**11,784**	**2,511**	**2,910**	**22,835**	**4,097**	**1,915**	**6,012**	**29,070**
1990									
January - March	1,912	3,079	574	542	6,107	818	244	1,062	7,169
April - June									
July - September									
October - December									
Total YTD	**1,912**	**3,079**	**574**	**542**	**6,107**	**818**	**244**	**1,062**	**7,169**

HIANET

RETURNS FOR CREDIT – ANNUAL SUMMARY

	# OF COMPANIES	GROSS UNIT SALES	TOTAL UNIT RETURNS	{1} AVERAGE RETURN RATE	{2} WEIGHTED AVERAGE RETURN RATE	{3} MEDIAN RETURN RATE	{4} STANDARD DEVIATION
1986							
Custom In-The-Ear	23	700,840	104,938	14.97%	N/A	14.82%	5.5
Canal In-The-Ear	23	184,329	37,428	20.30%	N/A	19.77%	7.2
Behind-The-Ear	19	350,851	49,277	14.04%	N/A	14.21%	5.8
1987							
Custom In-The-Ear	23	769,363	118,939	15.46%	17.44%	14.71%	9.1
Canal In-The-Ear	25	292,416	62,204	21.27%	20.66%	17.44%	7.8
Behind-The-Ear	19	327,654	46,492	14.19%	13.59%	11.93%	6.5
1988							
Custom In-The-Ear	19	804,694	116,273	14.45%	15.30%	14.86%	3.9
Canal In-The-Ear	19	312,205	59,274	18.99%	19.98%	20.38%	5.7
Behind-The-Ear	14	328,860	48,892	14.87%	13.31%	12.28%	4.9
1989							
Custom In-The-Ear	21	1,142,251	167,956	14.70%	15.45%	16.13%	4.0
Canal In-The-Ear	21	461,356	82,980	17.99%	20.73%	21.38%	6.1
Behind-The-Ear	18	344,572	53,701	15.58%	14.57%	14.01%	5.9
1990 (JANUARY - MARCH)							
Custom In-The-Ear	30	208,469	26,352	12.64%	11.44%	12.89%	4.1
Canal In-The-Ear	28	90,092	14,422	16.01%	17.59%	16.47%	7.9
Behind-The-Ear	23	90,348	13,406	14.84%	13.83%	13.23%	4.1

{1} = Total Unit Returns/Gross Unit Sales
{2} = Sum of Average Return Rates/Number of Companies
{3} = Average Return Rate {1} at Median Point
{4} = Standard Deviation Range +/- of Average Return Rate {1}

CANADIAN SALES BY PROVINCE (1987-1990 YTD) -- SUMMARY

	1987	% Δ (+/-)	1988	% Δ (+/-)	1989	% Δ (+/-)	1990 JAN - MAR
ALBERTA	5,324	+0.83%	5,618	+5.52%	4,238	-24.56%	858
BRITISH COLUMBIA	7,480	+65.93%	7,688	+2.78%	5,442	-29.21%	1,010
MANITOBA	1,799	-8.49%	2,067	+14.90%	1,592	-22.98%	229
NEW BRUNSWICK	1,024	+22.93%	1,347	+31.54%	817	-39.35%	28
NEWFOUNDLAND	394	+54.51%	320	-18.78%	475	+48.44%	14
NOVA SCOTIA	1,556	+31.64%	1,963	+26.16%	2,897	+47.58%	151
ONTARIO	21,046	+20.08%	18,506	-12.07%	15,682	-15.26%	2,470
PRINCE EDWARD ISLAND	113	-32.34%	91	-19.47%	62	-31.87%	6
QUEBEC	4,345	-30.12%	4,555	+4.83%	3,671	-19.41%	485
SASKATCHEWAN	2,365	-1.13%	4,162	+75.98%	2,453	-41.06%	260
NORTHWEST TERRITORIES	1	-150.00%	44	+4300.00%	26	-40.91%	12
YUKON TERRITORIES	5	-500.00%	10	+100.00%	3	-70.00%	1
UNALLOCATED	5,997	-10.12%	2,912	-51.44%	1,437	-50.65%	363
TOTAL	**51,449**	**+9.47%**	**49,283**	**-4.21%**	**38,795**	**-21.28%**	**5,887**

% Δ = Change in sales over previous year

CANADIAN SALES BY PROVINCE (1987-1990 YTD) – BREAKDOWN BY TYPE

	IN THE EAR	BEHIND THE EAR	BODY AIDS	TOTAL SALES	%
ALBERTA	571	287	0	858	14.57
BRITISH COLUMBIA	950	60	0	1,010	17.16
MANITOBA	224	5	0	229	3.89
NEW BRUNSWICK	28	0	0	28	0.48
NEWFOUNDLAND	1	13	0	14	0.24
NOVA SCOTIA	140	11	0	151	2.56
ONTARIO	2,205	264	1	2,470	41.96
PRINCE EDWARD ISLAND	6	0	0	6	0.10
QUEBEC	98	386	1	485	8.24
SASKATCHEWAN	258	2	0	260	4.42
NORTHWEST TERRITORIES	11	1	0	12	0.20
YUKON TERRITORIES	1	0	0	1	0.02
UNALLOCATED	290	73	0	363	6.17
TOTAL	**4,783**	**1,102**	**2**	**5,887**	**100.00**

OTHER FOREIGN (EXPORT) GROSS SALES – SUMMARY

	1987	% Δ (+/-)	1988	% Δ (+/-)	1989	% Δ (+/-)	1990 JAN - MARCH
DESTINATION:							
EUROPE	13,804	+21.48%	15,617	+13.13%	15,678	+0.39%	2,246
MIDDLE EAST	363	+38.02%	424	+16.80%	190	-55.19%	1,971
AFRICA	1,251	+398.41%	1,359	+8.63%	533	-60.78%	108
CENTRAL AND SOUTH AMERICA	4,149	-5.79%	4,452	+7.30%	6,284	+41.15%	1,625
JAPAN	2,590	+24.52%	2,106	-18.69%	1,850	-12.16%	1,003
SOUTHEAST ASIA	2,505	+13.81%	3,083	+23.07%	3,382	+9.70%	1,246
UNALLOCATED	8,826	+2.13%	10,803	+22.40%	13,013	+20.46%	1,607
MISCELLANEOUS	N/A		N/A		N/A		1,720
TOTAL	**33,488**	**+14.67%**	**37,844**	**+13.01%**	**40,930**	**+8.15%**	**11,526**

% Δ = Percentage change over previous year

HIAFOREX

OTHER FOREIGN (EXPORT) GROSS SALES -- BREAKDOWN BY TYPE

	IN THE EAR	BEHIND THE EAR	BODY AIDS	TOTAL SALES	%
DESTINATION:					
EUROPE	349	1,892	5	2,246	19.49
MIDDLE EAST	35	1,936	0	1,971	17.10
AFRICA	75	33	0	108	0.94
CENTRAL AND SOUTH AMERICA	673	924	28	1,625	14.10
JAPAN	860	85	58	1,003	8.70
SOUTHEAST ASIA	322	912	12	1,246	10.81
UNALLOCATED	1,442	165	0	1,607	13.94
MISCELLANEOUS	1,061	659	0	1,720	14.92
TOTAL	**4,817**	**6,606**	**103**	**11,526**	**100.00**

HIAFOREX.1

MISCELLANEOUS DATA

A. Import Statistics (U.S. Department of Commerce)

1). Hearing Aid Instruments with Dollar Value ($)

1978 - 239,221 units.....$ 15,140,889
1979 - 240,374 units.....$ 16,803,453
1980 - 247,756 units.....$ 17,578,480
1981 - 253,091 units.....$ 17,373,896
1982 - 234,979 units.....$ 16,728,254
1983 - 218,819 units.....$ 16,289,758
1984 - 321,286 units.....$ 23,065,985
1985 - 297,367 units.....$ 21,578,212
1986 - 278,645 units.....$ 19,681,540
1987 - 232,411 units.....$ 22,106,261
1988 - 215,630 units.....$ 21,914,000
1989 - 146,843 units.....$ 12,862,000

2). Hearing Aid Parts (dollar value only) ($)

1978 - $ 1,651,106
1979 - $ 1,725,803
1980 - $ 2,495,311
1981 - $ 3,029,171
1982 - $ 4,190,383
1983 - $ 4,148,607
1984 - $ 8,158,145
1985 - $ 10,984,151
1986 - $ 16,917,196
1987 - $ 18,582,533
1988 - $ 17,866,000
1989 - $ 12,615,000

B. Veterans Administration

Hearing Aid instruments issued to clinics of the VA by the Federal Prosthetics Distribution Center (by fiscal year October 1 to September 30)

1978 - 17,823 units
1979 - 19,638 units
1980 - 24,142 units
1981 - 29,417 units
1982 - 32,191 units
1983 - 31,526 units
1984 - 36,325 units
1985 - 43,235 units
1986 - 46,481 units
1987 - 56,053 units
1988 - 61,534 units
1989 - 61,565 units

A5185-1

HAUCK & ASSOCIATES INC

Professional
Association
Management

August 3, 1990

PARTICIPATING MANUFACTURERS AND DISTRIBUTORS
HIA STATISTICAL REPORTING PROGRAM
SECOND QUARTER 1990

Dear Participant:

On behalf of the Hearing Industries Association (HIA), I am providing the HIA Statistical Report for the quarter ending June 30, 1990.

In addition to the new reports added in the first quarter of this year, we are providing with this report:

1. The *Canadian Returns for Credit by Type* for the second quarter.

2. The *Other Export Returns for Credit by Type* for the second quarter.

3. The *Returns for Credit for Domestic Units -- Sales by Destination* for the second quarter. This data is presented in two forms: by state and by average return rate.

Please contact me if you have any questions. Thank you.

Sincerely,

Gretchen M. Leonard

Gretchen M. Leonard
Statistics Manager

P015

1255 Twenty-Third Street, NW, Washington, DC 20037 202/452-8100

Member amc
Institute of Association
Management Companies

HEARING INDUSTRIES ASSOCIATION
STATISTICAL REPORTING PROGRAM
CURRENT PARTICIPANTS
SECOND QUARTER 1990

COMPANY NAME	DATE REPORT RECEIVED BY HAUCK & ASSOCIATES
MICRO-TECH HEARING INSTRUMENTS	7/11/90
UNITRON INDUSTRIES	7/11/90
LORI MEDICAL LABS	7/12/90
WIDEX HEARING AID	7/13/90
AUDINA HEARING INSTRUMENTS	7/16/90
MARCON HEARING INSTRUMENTS	7/16/90
PHONAK	7/16/90
GN DANAVOX	7/17/90
TELEX	7/17/90
QUALITONE	7/18/90
AUDIBEL	7/19/90
FIDELITY/BOSCH	7/19/90
HEARING TECH	7/19/90
NUEAR	7/19/90
OMNI	7/19/90
OTICON, INC.	7/19/90
STARKEY LABS	7/19/90
ARGOSY	7/20/90
BELTONE	7/20/90
FINETONE	7/20/90
MAICO/BERNAFON	7/20/90
3M	7/23/90
MAGNATONE	7/23/90
OTOSONIC	7/23/90
UNIMAX	7/23/90
SEIMENS	7/24/90
CLEAR CORPORATION	7/25/90
REXTON	7/25/90
UNITED HEARING	7/25/90
VANCO	7/25/90
BAUSCH & LOMB	7/28/90
ELECTONE	7/28/90
PHILLIPS	7/28/90
ENSONIQ	7/31/90
DAHLBERG	8/1/90
AUTHORIZED HEARING	8/2/90
TELSTAR	8/2/90
OLYMPIA INSTRUMENTS	8/2/90

HIARESP

HEARING INDUSTRIES ASSOCIATION

STATISTICAL REPORTING PROGRAM
PARTICIPATING COMPANIES
1987 - 1990

- YEAR -	- 1987 -				- 1988 -				- 1989 -				- 1990 -			
QUARTER	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th
PARTICIPATING COMPANIES																
3M HEARING HEALTH CARE									X	X	X	X	X	X		
ARGOSY ELECTRONICS	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
AUDINA HEARING INSTRUMENTS													1	1		
AUDIOSCIENCE													X			
AUDIO-TECHNICA U.S. INC.									X	X	X					
AUDIOTONE	X	X	X	X	X	X	X	X	^	^	^	^	^	^		
AUDIBEL WHOLESALE											1	1	*	*		
AUTHORIZED HEARING SYSTEMS											1	1		1		
BAUSCH & LOMB HEAR SYST (VOROBA)		X	X	X	X	X		X	X	X	X	X	X	X		
BELTONE ELECTRONICS	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
BERNAFON, INC.	X	X	X	X	X	X	X	X	X	X	X	X	#	#		
BEST LABS/FIDELITY									1	1	1	1				
ROBERT BOSCH CORPORATION	*	*	*	*	*	*	*	*	*	*	*	*	*			
CAREY LABS											1	1				
CLEAR CORPORATION									1			1		1		
DAHLBERG ELECTRONICS	X	X	X	X	X	X	X	X	1	1	1	1	1	1		
ELECTONE, INC.	1	1							1	1	1	1	1	1		
ENSONIQ								X			X	X	X	X		
FIDELITY HEARING INSTRUMENTS		1	1	1	X	*	*	*	*	*	*	*	*	*		
FINETONE HEARING	X	X	X	X	X	X	X	X	X	X	X	x	X	X		
GN DANAVOX, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
HEARING SERVICES INC.	X	X	X	X	X	X	X	O	O	O	O	O	O			
HEARING TECHNOLOGY, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
LANG HEARING	X	X	X	X	X	X	X	X	X	X	O	O	O			
LORI LABS											1	1	1	1		
MAGNATONE	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
MAICO HEARING INSTRUMENTS	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
MARCON HEARING INSTRUMENTS	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
MICRO-TECH HEARING INSTRUMENTS									1	1	1	1	1	1		
NATIONAL HEARING AID LABS									1	1	1	1				
NU-EAR ELECTRONICS	1							1	1	1	1	1	*	*		
OLYMPIA INSTRUMENTS, INC.									1	1	1			1		
OMNI HEARING SYSTEMS	X	X	X	X	X	1	*	*	*	*	*	*	*	*		
OTICON CORPORATION	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
OTO-SONIC INC.									1	1	1	1	1	1		
PHILIPS/AUDIONICS CORPORATION	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
PHONAK												X	X	X		
PHONIC EAR INC. (π)	X	X	X	X	X	X	X	X	X	X	X					
QUALITONE, INC.	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
REXTON INTERNATIONAL	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
RION ACOUSTIC INSTRUMENTS	1	1	1	1	1								X			
SIEMENS HEARING INSTRUMENTS	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
STARKEY LABORATORIES	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
TELEX COMMUNICATIONS	1	1	1	1	X	X	X	X	X	X	X	X	X	X		
TELSTAR ELECTRONICS									1	1	1	1	1	1		
UNITED HEARING SYSTEMS												1	1	X		
UNITRON INDUSTRIES	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
UNIMAX HEARING INSTRUMENTS									1	1	1	1	1	1		
VANCO INDUSTRIES	1	1	1	1	1	1	1	1	1	1	1	1	1	X		
WIDEX--HAL HEN COMPANY	X	X	X	X	X	X	X	X	X	X	X	X	X	X		

CODES:

X REPORTING MEMBER
1 REPORTING NONMEMBER
BLANK INDICATES NO INPUT

(π) HEARING AID SALES ASSUMED BY PHONAK
* ACQUIRED BY STARKEY LABORATORIES
O ACQUIRED BY ARGOSY ELECTRONICS
^ ACQUIRED BY DAHLBERG ELECTRONICS
# ACQUIRED BY MAICO HEARING INSRTUMENTS

HIAPART

HEARING INDUSTRIES ASSOCIATION
STATISTICAL REPORTING PROGRAM
CUMULATIVE YEAR-TO-DATE UNIT SALES
BY STATE AND COUNTRY

STATE	1986		1987		1988		1989		1990 (JAN-JUNE)		
	#	%	#	%	#	%	#	%	#	%	% Δ
ALABAMA	12,709	1.07	14,632	1.11	12,441	0.95	14,872	1.01	7,058	0.95	-4.27
ALASKA	1,174	0.10	1,170	0.09	1,710	0.13	1,653	0.11	828	0.11	-3.50
ARIZONA	19,584	1.64	22,207	1.68	24,110	1.84	24,911	1.69	11,943	1.61	-10.23
ARKANSAS	9,897	0.83	9,853	0.75	9,386	0.72	12,718	0.86	5,560	0.75	-20.29
CALIFORNIA	138,591	11.63	150,773	11.43	142,554	10.90	149,213	10.13	77,101	10.38	7.20
COLORADO	16,992	1.43	26,331	2.00	25,105	1.92	22,774	1.55	11,173	1.50	2.25
CONNECTICUT	13,467	1.13	13,913	1.06	14,458	1.11	16,172	1.10	7,748	1.04	-1.77
DELAWARE	2,637	0.22	2,806	0.21	3,362	0.26	2,934	0.20	1,204	0.16	-18.81
WASHINGTON, D.C.	1,723	0.14	1,562	0.12	2,134	0.16	2,446	0.17	1,511	0.20	36.62
FLORIDA	89,434	7.50	94,891	7.20	77,192	5.90	101,163	6.87	56,600	7.62	11.60
GEORGIA	16,950	1.42	20,576	1.56	22,226	1.70	23,080	1.57	10,426	1.40	-10.60
HAWAII	3,629	0.30	4,105	0.31	3,524	0.27	4,319	0.29	3,220	0.43	51.39
IDAHO	7,413	0.62	8,020	0.61	7,792	0.60	8,779	0.60	4,647	0.63	5.54
ILLINOIS	49,043	4.11	50,437	3.83	51,991	3.97	59,902	4.07	30,531	4.11	5.19
INDIANA	26,087	2.19	29,410	2.23	32,069	2.45	35,106	2.38	17,711	2.38	2.18
IOWA	17,633	1.48	19,467	1.48	21,359	1.63	23,213	1.58	11,858	1.60	4.85
KANSAS	13,650	1.15	13,632	1.03	14,534	1.11	14,596	0.99	7,337	0.99	3.27
KENTUCKY	13,736	1.15	13,518	1.03	14,421	1.10	17,261	1.17	8,555	1.15	-2.13
LOUISIANA	12,391	1.04	13,193	1.00	11,998	0.92	13,978	0.95	6,843	0.92	-6.47
MAINE	6,251	0.52	6,540	0.50	6,398	0.49	7,382	0.50	3,309	0.45	-10.88
MARYLAND	20,350	1.71	25,376	1.92	24,008	1.84	23,551	1.60	11,858	1.60	3.30
MASSACHUSETTS	37,824	3.17	39,467	2.99	37,462	2.86	40,016	2.72	18,773	2.53	-5.28
MICHIGAN	48,100	4.04	58,446	4.43	63,503	4.85	61,931	4.20	32,985	4.44	5.84
MINNESOTA	34,344	2.88	35,540	2.70	34,077	2.60	37,320	2.53	18,625	2.51	12.04
MISSISSIPPI	6,634	0.56	8,299	0.63	7,710	0.59	8,716	0.59	4,528	0.61	6.64
MISSOURI	29,339	2.46	28,715	2.18	30,077	2.30	38,898	2.64	17,958	2.42	-4.86
MONTANA	5,792	0.49	5,741	0.44	5,037	0.38	8,127	0.55	4,194	0.56	0.91
NEBRASKA	11,241	0.94	10,596	0.80	11,430	0.87	12,885	0.87	6,450	0.87	-0.69
NEVADA	4,792	0.40	5,793	0.44	5,698	0.44	6,140	0.42	3,611	0.49	17.09
NEW HAMPSHIRE	2,752	0.23	3,747	0.28	4,219	0.32	5,220	0.35	2,502	0.34	2.29
NEW JERSEY	29,089	2.44	34,309	2.60	36,788	2.81	35,410	2.40	16,992	2.29	-6.00
NEW MEXICO	6,186	0.52	7,857	0.60	8,079	0.62	7,771	0.53	4,085	0.55	-1.71
NEW YORK	60,353	5.06	68,028	5.16	72,581	5.55	80,001	5.43	38,218	5.15	-3.38
NORTH CAROLINA	19,771	1.66	21,996	1.67	24,948	1.91	25,984	1.76	12,018	1.62	-10.30

STATISTICAL REPORTING PROGRAM
CUMULATIVE YEAR-TO-DATE UNIT SALES
BY STATE AND COUNTRY

STATE	1986 #	1986 %	1987 #	1987 %	1988 #	1988 %	1989 #	1989 %	1990 (JAN-JUNE) #	1990 (JAN-JUNE) %	1990 (JAN-JUNE) % Δ
NORTH DAKOTA	5,118	0.43	5,382	0.41	5,878	0.45	5,561	0.38	2,616	0.35	-6.67
OHIO	51,274	4.30	57,444	4.36	56,851	4.35	66,239	4.50	32,567	4.39	-3.34
OKLAHOMA	16,274	1.37	17,758	1.35	17,241	1.32	17,940	1.22	9,055	1.22	3.84
OREGON	24,886	2.09	27,938	2.12	26,483	2.02	23,273	1.58	12,796	1.72	9.32
PENNSYLVANIA	58,646	4.92	61,306	4.65	57,735	4.41	67,982	4.61	33,707	4.54	1.60
RHODE ISLAND	4,828	0.41	5,108	0.39	5,438	0.42	5,904	0.40	2,999	0.40	5.12
SOUTH CAROLINA	7,855	0.66	9,841	0.75	10,402	0.80	11,655	0.79	5,453	0.73	-6.66
SOUTH DAKOTA	4,316	0.36	4,930	0.37	5,181	0.40	5,328	0.36	2,742	0.37	-0.62
TENNESSEE	16,416	1.38	17,707	1.34	18,168	1.39	22,281	1.51	10,234	1.38	-7.46
TEXAS	59,777	5.02	67,487	5.12	65,164	4.98	72,771	4.94	38,620	5.20	7.59
UTAH	6,774	0.57	8,299	0.63	7,741	0.59	9,978	0.68	5,440	0.73	8.80
VERMONT	7,040	0.59	7,471	0.57	7,017	0.54	6,619	0.45	3,524	0.47	5.89
VIRGINIA	17,836	1.50	21,472	1.63	20,980	1.60	22,929	1.56	11,235	1.51	-1.69
WASHINGTON	26,000	2.18	28,030	2.13	28,905	2.21	30,821	2.09	15,358	2.07	0.06
WEST VIRGINIA	11,225	0.94	12,286	0.93	13,824	1.06	13,378	0.91	6,470	0.87	-0.42
WISCONSIN	25,344	2.13	28,039	2.13	28,427	2.17	31,139	2.11	15,876	2.14	3.30
WYOMING	1,513	0.13	1,898	0.14	2,148	0.16	1,947	0.13	991	0.13	1.75
GOVERNMENT AGENCIES	55,968	4.70	62,975	4.78	64,828	4.96	72,077	4.89	30,800	4.15	-21.37
UNALLOCATED BY STATE	1,292	0.11	2,235	0.17	1,527	0.12	37,091	2.52	24,186	3.26	64.89
DOMESTIC SUBTOTAL	1,191,940	100%	1,318,552	100%	1,308,319	100%	1,473,355	100%	742,629	100%	1.85
CANADA (see p.12)	46,998		51,449		49,283		38,795		11,100		-62.37
OTHER EXPORTS (see p. 15)	29,204		33,488		37,844		40,930		23,934		19.99
UNALLOCATED	N/A		N/A		N/A		N/A		0		N/A
FOREIGN SUBTOTAL	76,202		84,937		87,127		79,725		35,034		-29.14
GRAND TOTAL	1,268,142		1,403,489		1,395,446		1,553,080		777,663		-0.12
% OVER PRIOR YEAR	+11.55%		+10.67%		-0.57%		+11.30% **				

NOTES:

- # NET UNIT SALES (YEAR TO DATE)
- % PERCENTAGE OF TOTAL DOMESTIC SALES (YEAR TO DATE)
- % Δ PERCENTAGE CHANGE OVER SAME PERIOD LAST YEAR
- ** THE 1989 STATISTICS INCLUDE 11 NEW REPORTING COMPANIES; WITHOUT THOSE COMPANIES, SALES DECREASED 0.41%

NET UNITS SOLD BY TYPE AND ORIGIN

	BEHIND-THE-EAR		IN-THE-EAR					MISCELLANEOUS (*)		TOTALS			% Δ (**)
	Domestic Mfg.	Foreign Mfg.	Custom	Canal	Half-Concha	Low Profile	Stock Canal	Domestic Mfg.	Foreign Mfg.	Domestic Mfg.	Foreign Mfg.	All Mfg.	
1987													
1st Quarter	32,912	39,015	177,215	42,437	8,757	19,339	1,460	20,975	2,216	300,733	43,593	344,326	+15.73%
T&O %	9.56%	11.33%	51.47%	12.32%	2.54%	5.62%	0.42%	6.09%	0.64%	87.34%	12.66%	100.00%	
2nd Quarter	35,221	43,299	181,101	48,966	12,601	22,060	2,088	17,426	2,494	315,407	49,849	365,256	+10.56%
T&O %	9.64%	11.85%	49.58%	13.41%	3.45%	6.04%	0.57%	4.77%	0.68%	86.35%	13.65%	100.00%	
3rd Quarter	34,558	39,934	172,943	41,005	20,502	23,947	1,154	8,347	2,677	299,167	45,900	345,067	+6.90%
T&O %	10.01%	11.57%	50.12%	11.88%	5.94%	6.94%	0.33%	2.42%	0.78%	86.70%	13.30%	100.00%	
4th Quarter	31,431	39,435	160,053	69,416	4,879	30,734	1,206	9,116	2,570	304,464	44,376	348,840	+9.89%
T&O %	9.01%	11.30%	45.88%	19.90%	1.40%	8.81%	0.35%	2.61%	0.74%	87.28%	12.72%	100.00%	
Total 1987	**134,122**	**161,683**	**691,312**	**201,824**	**46,739**	**96,080**	**5,908**	**55,864**	**9,957**	**1,219,771**	**183,718**	**1,403,489**	**+10.67%**
T&O %	**9.56%**	**11.52%**	**49.26%**	**14.38%**	**3.33%**	**6.85%**	**0.42%**	**3.98%**	**0.71%**	**86.91%**	**13.09%**	**100.00%**	
Type %	**21.08%**				**74.23%**			**4.69%**				**100.00%**	
1988													
1st Quarter	30,178	38,828	166,845	60,971	10,961	21,095	812	7,956	2,442	296,765	43,323	340,088	-1.23%
T&O %	8.87%	11.42%	49.06%	17.93%	3.22%	6.20%	0.24%	2.34%	0.72%	87.26%	12.74%	100.00%	
2nd Quarter	34,769	37,253	175,626	63,342	12,777	23,867	570	7,962	2,490	316,987	41,669	358,656	-1.81%
T&O %	9.69%	10.39%	48.97%	17.66%	3.56%	6.65%	0.16%	2.22%	0.69%	88.38%	11.62%	100.00%	
3rd Quarter	34,268	37,075	179,517	63,050	11,983	24,640	782	3,905	1,144	315,712	40,652	356,364	+3.27%
T&O %	9.62%	10.40%	50.37%	17.69%	3.36%	6.91%	0.22%	1.10%	0.32%	88.59%	11.41%	100.00%	
4th Quarter	27,399	32,157	180,623	55,059	12,287	25,183	456	5,970	1,204	304,332	36,006	340,338	-2.44%
T&O %	8.05%	9.45%	53.07%	16.18%	3.61%	7.40%	0.13%	1.75%	0.35%	89.42%	10.58%	100.00%	
Total 1988	**126,614**	**145,313**	**702,611**	**242,422**	**48,008**	**94,785**	**2,620**	**25,793**	**7,280**	**1,233,796**	**161,650**	**1,395,446**	**-0.57%**
T&O %	**9.07%**	**10.41%**	**50.35%**	**17.37%**	**3.44%**	**6.79%**	**0.19%**	**1.85%**	**0.52%**	**88.42%**	**11.58%**	**100.00%**	
Type %	**19.49%**				**78.14%**			**2.37%**				**100.00%**	
1989													
1st Quarter	37,053	36,324	189,496	61,554	12,925	24,203	327	6,680	1,222	332,238	37,546	369,784	+8.73%
T&O %	10.02%	9.82%	51.25%	16.65%	3.50%	6.55%	0.09%	1.81%	0.33%	89.85%	10.15%	100.00%	
2nd Quarter	34,853	44,845	208,355	72,611	15,163	25,487	541	5,039	1,910	362,049	46,755	408,804	+13.98%
T&O%	8.53%	10.97%	50.97%	17.76%	3.71%	6.23%	0.13%	1.23%	0.47%	88.56%	11.44%	100.00%	
3rd Quarter	45,228	34,273	208,761	76,657	15,859	22,850	581	5,266	2,053	375,202	36,326	411,528	+15.48%
T&O %	10.99%	8.33%	50.73%	18.63%	3.85%	5.55%	0.14%	1.28%	0.50%	91.17%	8.83%	100.00%	
4th Quarter	30,080	43,985	171,851	75,246	15,621	17,802	1,479	5,850	1,050	317,929	45,035	362,964	+6.65%
T&O%	8.29%	12.12%	47.35%	20.73%	4.30%	4.90%	0.41%	1.61%	0.29%	87.59%	12.41%	100.00%	
Total 1989	**147,214**	**159,427**	**778,463**	**286,068**	**59,568**	**90,342**	**2,928**	**22,835**	**6,235**	**1,387,418**	**165,662**	**1,553,080**	**+11.30%** (***)
T&O %	**9.48%**	**10.27%**	**50.12%**	**18.42%**	**3.84%**	**5.82%**	**0.19%**	**1.47%**	**0.40%**	**89.33%**	**10.67%**	**100.00%**	
Type %	**19.75%**				**78.39%**			**1.87%**				**100.00%**	
1990													
1st Quarter	34,547	42,395	182,117	75,670	17,859	14,071	2,929	6,107	1,062	333,300	43,457	376,757	+1.89%
T&O %	9.17%	11.25%	48.34%	20.08%	4.74%	3.73%	0.78%	1.62%	0.28%	88.47%	11.53%	100.00%	
2nd Quarter	56,478	25,304	190,350	85,093	21,839	15,883	-50	5,245	764	374,838	26,068	400,906	-1.93%
T&O %	14.09%	6.31%	47.48%	21.23%	5.45%	3.96%	-0.01%	1.31%	0.19%	93.50%	6.50%	100.00%	
Total 1990	**91,025**	**67,699**	**372,467**	**160,763**	**39,698**	**29,954**	**2,879**	**11,352**	**1,826**	**708,138**	**69,525**	**777,663**	
T&O%	**11.70%**	**8.71%**	**47.90%**	**20.67%**	**5.10%**	**3.85%**	**0.37%**	**1.46%**	**0.23%**	**91.06%**	**8.94%**	**100.00%**	
Type %	**20.41%**				**77.90%**			**1.69%**				**100.00%**	

(*) Includes modular ITEs, hearing aid assemblies, eyeglass and body aids.

(**) % Δ is current period vs. same period last year

(***) The 1989 statistics include 11 new reporting companies; without those companies, sales decreased 0.41%

HIASUMM

NET UNITS SOLD BY TYPE AND ORIGIN -- MISCELLANEOUS SALES

Modular (MOD), Hearing Aid Assembly (HAA), Body Aids (BODY) and Eyeglass Aids (EYE)

	DOMESTIC MANUFACTURED					FOREIGN MANUFACTURED			GRAND TOTAL
	MOD	HAA	BODY	EYE	TOTAL	BODY	EYE	TOTAL	
1987									
January - March	1,850	17,524	517	1,493	21,384	1,243	564	1,807	23,191
April - June	2,544	13,078	684	1,402	17,708	1,503	709	2,212	19,920
July - September	2,024	4,557	638	1,218	8,437	1,578	1,009	2,587	11,024
October - December	2,443	5,066	540	1,162	9,211	1,472	1,003	2,475	11,686
Total	**8,861**	**40,225**	**2,379**	**5,275**	**56,740**	**5,796**	**3,285**	**9,081**	**65,821**
1988									
January - March	2,726	4,487	431	981	8,625	863	910	1,773	10,398
April - June	3,419	3,718	540	950	8,627	489	1,336	1,825	10,452
July - September	584	2,166	412	805	3,967	773	309	1,082	5,049
October - December	1,340	3,205	472	998	6,015	828	331	1,159	7,174
Total	**8,069**	**13,576**	**1,855**	**3,734**	**27,234**	**2,953**	**2,886**	**5,839**	**33,073**
1989									
January - March	1,060	4,368	396	902	6,726	955	221	1,176	7,902
April - June	1,530	2,364	467	748	5,109	1,297	543	1,840	6,949
July - September	2,259	1,466	929	674	5,328	1,158	833	1,991	7,319
October - December	1,004	3,586	719	586	5,895	687	318	1,005	6,900
Total	**5,853**	**11,784**	**2,511**	**2,910**	**22,835**	**4,097**	**1,915**	**6,012**	**29,070**
1990									
January - March	1,912	3,079	574	542	6,107	818	244	1,062	7,169
April - June	2,476	1,649	701	419	5,245	520	244	764	6,009
July - September									
October - December									
Total YTD	**4,388**	**4,728**	**1,275**	**961**	**11,352**	**1,338**	**488**	**1,826**	**13,178**

RETURNS FOR CREDIT – ANNUAL SUMMARY

	# OF COMPANIES	GROSS UNIT SALES	TOTAL UNIT RETURNS	(1) AVERAGE RETURN RATE	(2) WEIGHTED AVERAGE RETURN RATE	(3) MEDIAN RETURN RATE	(4) STANDARD DEVIATION
1986							
Custom In-The-Ear	23	700,840	104,938	14.97%	N/A	14.82%	5.5
Canal In-The-Ear	23	184,329	37,428	20.30%	N/A	19.77%	7.2
Behind-The-Ear	19	350,851	49,277	14.04%	N/A	14.21%	5.8
1987							
Custom In-The-Ear	23	769,363	118,939	15.46%	17.44%	14.71%	9.1
Canal In-The-Ear	25	292,416	62,204	21.27%	20.66%	17.44%	7.8
Behind-The-Ear	19	327,654	46,492	14.19%	13.59%	11.93%	6.5
1988							
Custom In-The-Ear	19	804,694	116,273	14.45%	15.30%	14.86%	3.9
Canal In-The-Ear	19	312,205	59,274	18.99%	19.98%	20.38%	5.7
Behind-The-Ear	14	328,860	48,892	14.87%	13.31%	12.28%	4.9
1989							
Custom In-The-Ear	21	1,142,251	167,956	14.70%	15.45%	16.13%	4.0
Canal In-The-Ear	21	461,356	82,980	17.99%	20.73%	21.38%	6.1
Behind-The-Ear	18	344,572	53,701	15.58%	14.57%	14.01%	5.9
1990 (JANUARY - MARCH)							
Custom In-The-Ear	30	208,469	26,352	12.64%	11.44%	12.89%	4.1
Canal In-The-Ear	28	90,092	14,422	16.01%	17.59%	16.47%	7.9
Behind-The-Ear	23	90,348	13,406	14.84%	13.83%	13.23%	4.1
1990 (APRIL - JUNE)							
Custom In-The-Ear	30	211,992	30,151	14.22%	13.97%	14.83%	4.9
Canal In-The-Ear	29	102,123	17,030	16.68%	17.76%	18.51%	7.4
Behind-The-Ear	25	90,294	17,338	19.20%	14.09%	17.95%	8.4

(1) = Total Unit Returns/Gross Unit Sales
(2) = Sum of Average Return Rates/Number of Companies
(3) = Average Return Rate (1) at Median Point
(4) = Standard Deviation Range +/- of Average Return Rate (1)

HIARETCR1

RETURNS FOR CREDIT FOR DOMESTIC UNITS
SALES BY DESTINATION
APRIL - JUNE 1990

STATE	# OF COMPANIES	GROSS UNIT SALES	NET UNIT SALES	TOTAL UNIT RETURNS	{1} AVERAGE RETURN RATE
ALABAMA	26	4,103	3,448	655	15.96%
ALASKA	19	429	360	69	16.08%
ARIZONA	25	6,500	5,120	1,380	21.23%
ARKANSAS	24	3,056	2,492	564	18.46%
CALIFORNIA	29	42,316	35,124	7,192	17.00%
COLORADO	26	6,647	5,354	1,293	19.45%
CONNECTICUT	26	4,689	3,887	802	17.10%
DELAWARE	22	981	829	152	15.49%
WASHINGTON, D.C.	23	823	690	133	16.16%
FLORIDA	29	27,572	23,127	4,445	16.12%
GEORGIA	27	6,058	5,042	1,016	16.77%
HAWAII	23	1,204	948	256	21.26%
IDAHO	24	2,788	2,376	412	14.78%
ILLINOIS	28	17,546	14,750	2,796	15.94%
INDIANA	29	9,881	8,290	1,591	16.10%
IOWA	25	6,613	5,442	1,171	17.71%
KANSAS	24	4,389	3,646	743	16.93%
KENTUCKY	26	4,844	4,095	749	15.46%
LOUISIANA	26	4,008	3,197	811	20.23%
MAINE	24	2,034	1,700	334	16.42%
MARYLAND	26	6,771	5,683	1,088	16.07%
MASSACHUSETTS	27	10,406	8,930	1,476	14.18%
MICHIGAN	27	18,504	16,138	2,366	12.79%
MINNESOTA	29	9,874	8,066	1,808	18.31%
MISSISSIPPI	25	2,247	1,800	447	19.89%
MISSOURI	26	9,635	7,941	1,694	17.58%
MONTANA	25	2,272	1,942	330	14.52%
NEBRASKA	25	4,117	3,277	840	20.40%
NEVADA	23	2,031	1,716	315	15.51%
NEW HAMPSHIRE	23	1,645	1,315	330	20.06%
NEW JERSEY	29	9,760	8,396	1,364	13.98%
NEW MEXICO	26	2,115	1,600	515	24.35%
NEW YORK	29	21,023	17,897	3,126	14.87%

RETURNS FOR CREDIT FOR DOMESTIC UNITS
SALES BY DESTINATION
APRIL - JUNE 1990

STATE	# OF COMPANIES	GROSS UNIT SALES	NET UNIT SALES	TOTAL UNIT RETURNS	(1) AVERAGE RETURN RATE
NORTH CAROLINA	27	7,213	6,012	1,201	16.65%
NORTH DAKOTA	23	1,648	1,286	362	21.97%
OHIO	27	17,943	15,131	2,812	15.67%
OKLAHOMA	25	5,429	4,293	1,136	20.92%
OREGON	25	7,377	6,037	1,340	18.16%
PENNSYLVANIA	29	19,274	16,464	2,810	14.58%
RHODE ISLAND	23	1,760	1,445	315	17.90%
SOUTH CAROLINA	24	3,019	2,602	417	13.81%
SOUTH DAKOTA	24	1,273	1,364	-91	-7.15%
TENNESSEE	27	6,712	5,329	1,383	20.60%
TEXAS	26	22,384	18,562	3,822	17.07%
UTAH	25	2,982	2,517	465	15.59%
VERMONT	25	1,953	1,716	237	12.14%
VIRGINIA	26	5,921	4,805	1,116	18.85%
WASHINGTON	24	8,887	7,346	1,541	17.34%
WEST VIRGINIA	24	3,636	3,029	607	16.69%
WISCONSIN	26	9,134	7,743	1,391	15.23%
WYOMING	21	558	495	63	11.29%
GOVERNMENT AGENCIES	12	13,319	13,024	295	2.21%
UNALLOCATED BY STATE	12	10,790	9,861	929	8.61%
DOMESTIC TOTAL (see pg. 4)		**408,093**	**343,679**	**64,414**	**15.78%**

(1) = Total Unit Returns/Gross Unit Sales

RETURNS FOR CREDIT FOR DOMESTIC UNITS
SALES BY DESTINATION (By Return Rate)
APRIL - JUNE 1990

STATE	# OF COMPANIES	GROSS UNIT SALES	NET UNIT SALES	TOTAL UNIT RETURNS	{1} AVERAGE RETURN RATE
NEW MEXICO	26	2,115	1,600	515	24.35%
NORTH DAKOTA	23	1,648	1,286	362	21.97%
HAWAII	23	1,204	948	256	21.26%
ARIZONA	25	6,500	5,120	1,380	21.23%
OKLAHOMA	25	5,429	4,293	1,136	20.92%
TENNESSEE	27	6,712	5,329	1,383	20.60%
NEBRASKA	25	4,117	3,277	840	20.40%
LOUISIANA	26	4,008	3,197	811	20.23%
NEW HAMPSHIRE	23	1,645	1,315	330	20.06%
MISSISSIPPI	25	2,247	1,800	447	19.89%
COLORADO	26	6,647	5,354	1,293	19.45%
VIRGINIA	26	5,921	4,805	1,116	18.85%
ARKANSAS	24	3,056	2,492	564	18.46%
MINNESOTA	29	9,874	8,066	1,808	18.31%
OREGON	25	7,377	6,037	1,340	18.16%
RHODE ISLAND	23	1,760	1,445	315	17.90%
IOWA	25	6,613	5,442	1,171	17.71%
MISSOURI	26	9,635	7,941	1,694	17.58%
WASHINGTON	24	8,887	7,346	1,541	17.34%
CONNECTICUT	26	4,689	3,887	802	17.10%
TEXAS	26	22,384	18,562	3,822	17.07%
CALIFORNIA	29	42,316	35,124	7,192	17.00%
KANSAS	24	4,389	3,646	743	16.93%
GEORGIA	27	6,058	5,042	1,016	16.77%
WEST VIRGINIA	24	3,636	3,029	607	16.69%
NORTH CAROLINA	27	7,213	6,012	1,201	16.65%
MAINE	24	2,034	1,700	334	16.42%
WASHINGTON, D.C.	23	823	690	133	16.16%
FLORIDA	29	27,572	23,127	4,445	16.12%
INDIANA	29	9,881	8,290	1,591	16.10%
ALASKA	19	429	360	69	16.08%
MARYLAND	26	6,771	5,683	1,088	16.07%

RETURNS FOR CREDIT FOR DOMESTIC UNITS
SALES BY DESTINATION (By Return Rate)
APRIL - JUNE 1990

STATE	# OF COMPANIES	GROSS UNIT SALES	NET UNIT SALES	TOTAL UNIT RETURNS	{1} AVERAGE RETURN RATE
ALABAMA	26	4,103	3,448	655	15.96%
ILLINOIS	28	17,546	14,750	2,796	15.94%
OHIO	27	17,943	15,131	2,812	15.67%
UTAH	25	2,982	2,517	465	15.59%
NEVADA	23	2,031	1,716	315	15.51%
DELAWARE	22	981	829	152	15.49%
KENTUCKY	26	4,844	4,095	749	15.46%
WISCONSIN	26	9,134	7,743	1,391	15.23%
NEW YORK	29	21,023	17,897	3,126	14.87%
IDAHO	24	2,788	2,376	412	14.78%
PENNSYLVANIA	29	19,274	16,464	2,810	14.58%
MONTANA	25	2,272	1,942	330	14.52%
MASSACHUSETTS	27	10,406	8,930	1,476	14.18%
NEW JERSEY	29	9,760	8,396	1,364	13.98%
SOUTH CAROLINA	24	3,019	2,602	417	13.81%
MICHIGAN	27	18,504	16,138	2,366	12.79%
VERMONT	25	1,953	1,716	237	12.14%
WYOMING	21	558	495	63	11.29%
UNALLOCATED BY STATE	12	10,790	9,861	929	8.61%
GOVERNMENT AGENCIES	12	13,319	13,024	295	2.21%
SOUTH DAKOTA	24	1,273	1,364	-91	-7.15%
DOMESTIC TOTAL (see pg. 4)		**408,093**	**343,679**	**64,414**	**15.78%**

{1) = Total Unit Returns/Gross Unit Sales

CANADIAN NET SALES BY PROVINCE
1987-1990 YTD – SUMMARY

	1987	% Δ (+/-)	1988	% Δ (+/-)	1989	% Δ (+/-)	1990 JAN - JUNE
ALBERTA	5,324	+0.83%	5,618	+5.52%	4,238	-24.56%	1,644
BRITISH COLUMBIA	7,480	+65.93%	7,688	+2.78%	5,442	-29.21%	2,401
MANITOBA	1,799	-8.49%	2,067	+14.90%	1,592	-22.98%	348
NEW BRUNSWICK	1,024	+22.93%	1,347	+31.54%	817	-39.35%	81
NEWFOUNDLAND	394	+54.51%	320	-18.78%	475	+48.44%	17
NOVA SCOTIA	1,556	+31.64%	1,963	+26.16%	2,897	+47.58%	218
ONTARIO	21,046	+20.08%	18,506	-12.07%	15,682	-15.26%	3,829
PRINCE EDWARD ISLAND	113	-32.34%	91	-19.47%	62	-31.87%	17
QUEBEC	4,345	-30.12%	4,555	+4.83%	3,671	-19.41%	1,075
SASKATCHEWAN	2,365	-1.13%	4,162	+75.98%	2,453	-41.06%	499
NORTHWEST TERRITORIES	1	-150.00%	44	+4300.00%	26	-40.91%	16
YUKON TERRITORIES	5	-500.00%	10	+100.00%	3	-70.00%	0
UNALLOCATED	5,997	-10.12%	2,912	-51.44%	1,437	-50.65%	955
TOTAL	**51,449**	**+9.47%**	**49,283**	**-4.21%**	**38,795**	**-21.28%**	**11,100**

% Δ = Change in sales over previous year

HIACAN

CANADIAN NET SALES BY PROVINCE
1990 YTD -- BREAKDOWN BY TYPE

	IN THE EAR	BEHIND THE EAR	BODY AIDS	TOTAL SALES	%
ALBERTA	1,063	581	0	1,644	14.81
BRITISH COLUMBIA	2,041	360	0	2,401	21.63
MANITOBA	329	19	0	348	3.14
NEW BRUNSWICK	81	0	0	81	0.73
NEWFOUNDLAND	1	16	0	17	0.15
NOVA SCOTIA	205	13	0	218	1.96
ONTARIO	3,052	776	1	3,829	34.50
PRINCE EDWARD ISLAND	17	0	0	17	0.15
QUEBEC	192	882	1	1,075	9.68
SASKATCHEWAN	493	6	0	499	4.50
NORTHWEST TERRITORIES	15	1	0	16	0.14
YUKON TERRITORIES	0	0	0	0	0.00
UNALLOCATED	597	358	0	955	8.60
TOTAL	**8,086**	**3,012**	**2**	**11,100**	**100.00**

CANADIAN RETURNS FOR CREDIT BY TYPE
1990 YTD

	# OF COMPANIES	GROSS UNIT SALES	TOTAL UNIT RETURNS	(1) AVERAGE RETURN RATE	(2) WEIGHTED AVERAGE RETURN RATE	(3) MEDIAN RETURN RATE	(4) STANDARD DEVIATION
1990 (APRIL - JUNE)							
In The Ear	12	3,692	405	10.97%	12.12%	39.83%	21.0
Behind The Ear	10	1,926	152	7.89%	3.83%	13.20%	6.4
Body Aids	0	0	0	N/A	N/A	N/A	N/A

(1) = Total Unit Returns/Gross Unit Sales
(2) = Sum of Average Return Rates/Number of Companies
(3) = Average Return Rate (1) at Median Point
(4) = Standard Deviation Range +/- of Average Return Rate (1)

OTHER EXPORT SALES -- SUMMARY

	1987	% Δ (+/-)	1988	% Δ (+/-)	1989	% Δ (+/-)	1990 JAN - JUNE
DESTINATION:							
EUROPE	13,804	+21.48%	15,617	+13.13%	15,678	+0.39%	8,436
MIDDLE EAST	363	+38.02%	424	+16.80%	190	-55.19%	2,350
AFRICA	1,251	+398.41%	1,359	+8.63%	533	-60.78%	270
CENTRAL AND SOUTH AMERICA	4,149	-5.79%	4,452	+7.30%	6,284	+41.15%	4,176
JAPAN	2,590	+24.52%	2,106	-18.69%	1,850	-12.16%	2,425
SOUTHEAST ASIA	2,505	+13.81%	3,083	+23.07%	3,382	+9.70%	2,254
UNALLOCATED	8,826	+2.13%	10,803	+22.40%	13,013	+20.46%	1,958
MISCELLANEOUS	N/A		N/A		N/A		2,546
TOTAL	33,488	+14.67%	37,844	+13.01%	40,930	+8.15%	23,934

% Δ = Percentage change over previous year

OTHER EXPORT SALES -- BREAKDOWN BY TYPE
1990 YTD

	IN THE EAR	BEHIND THE EAR	BODY AIDS	TOTAL SALES	%
DESTINATION:					
EUROPE	2,194	5,992	7	8,193	34.23
MIDDLE EAST	230	2,120	0	2,350	9.82
AFRICA	126	142	0	268	1.12
CENTRAL AND SOUTH AMERICA	1,562	2,519	41	4,122	17.22
JAPAN	2,036	240	108	2,384	9.96
SOUTHEAST ASIA	666	1,551	14	2,231	9.32
UNALLOCATED	1,716	218	0	1,934	8.08
MISCELLANEOUS	1,576	876	0	2,452	10.24
TOTAL	**10,106**	**13,658**	**170**	**23,934**	**100.00**

HIAFOREX.1

OTHER EXPORTS RETURNS FOR CREDIT BY TYPE
1990 YTD

	# OF COMPANIES	GROSS UNIT SALES	TOTAL UNIT RETURNS	{1} AVERAGE RETURN RATE	{2} WEIGHTED AVERAGE RETURN RATE	{3} MEDIAN RETURN RATE	{4} STANDARD DEVIATION
1990 (APRIL - JUNE)							
In The Ear	12	5,497	275	5.00%	5.70%	12.35%	7.4
Behind The Ear	15	7,258	206	2.84%	3.04%	7.99%	5.1
Body Aids	2	67	0	0.00%	0.00%	0.00%	0.0

{1} = Total Unit Returns/Gross Unit Sales
{2} = Sum of Average Return Rates/Number of Companies
{3} = Average Return Rate {1} at Median Point
{4} = Standard Deviation Range +/- of Average Return Rate {1}

MISCELLANEOUS DATA

A. Import Statistics (U.S. Department of Commerce)

1). Hearing Aid Instruments with Dollar Value ($)

1978 - 239,221 units.....$ 15,140,889
1979 - 240,374 units.....$ 16,803,453
1980 - 247,756 units.....$ 17,578,480
1981 - 253,091 units.....$ 17,373,896
1982 - 234,979 units.....$ 16,728,254
1983 - 218,819 units.....$ 16,289,758
1984 - 321,286 units.....$ 23,065,985
1985 - 297,367 units.....$ 21,578,212
1986 - 278,645 units.....$ 19,681,540
1987 - 232,411 units.....$ 22,106,261
1988 - 215,630 units.....$ 21,914,000
1989 - 146,843 units.....$ 12,862,000

2). Hearing Aid Parts (dollar value only) ($)

1978 - $ 1,651,106
1979 - $ 1,725,803
1980 - $ 2,495,311
1981 - $ 3,029,171
1982 - $ 4,190,383
1983 - $ 4,148,607
1984 - $ 8,158,145
1985 - $ 10,984,151
1986 - $ 16,917,196
1987 - $ 18,582,533
1988 - $ 17,866,000
1989 - $ 12,615,000

B. Veterans Administration

Hearing Aid instruments issued to clinics of the VA by the Federal Prosthetics Distribution Center (by fiscal year October 1 to September 30)

1978 - 17,823 units
1979 - 19,638 units
1980 - 24,142 units
1981 - 29,417 units
1982 - 32,191 units
1983 - 31,526 units
1984 - 36,325 units
1985 - 43,235 units
1986 - 46,481 units
1987 - 56,053 units
1988 - 61,534 units
1989 - 61,565 units